

Case study: Designing and building RWE Dashboards leveraging EHR and claims data



Background

The client was responsible for **guiding** internal **decision-makings** using real-world evidence (RWE), both in the areas of **trial design optimization** and understanding of **treatment landscape** and **outcomes**.

The key **challenges** included:

- generating RWE in a **rapid** but **rigorous** and **transparent** manner
- communicating **insights** in an **easy-to-digest**, **impactful** way.



Solution

Genesis Research Group collaborated with the client to create a set of **RWE Dashboards** for a solid tumor using **EHR** and **claims data**.

The dashboards were designed to present **scientifically rigorous research studies**, with **protocols** and **quality metrics** being central to the project.

The dashboards were **highly customized**, driven by the client's known and anticipated research questions, data source, and intended use/audience.



Impact

The dashboards **enabled** the client to **advise internally** using RWE generated with a rigorous, transparent approach. The client anticipates **initiation of a pivotal trial** whose design was refined using RWE in the coming months.

Below: an interactive Sankey diagram from the project dashboard (modifications were made to protect project confidentiality).

