RCT vs. RWE

Randomized Controlled Trial
(Clinical Trials)
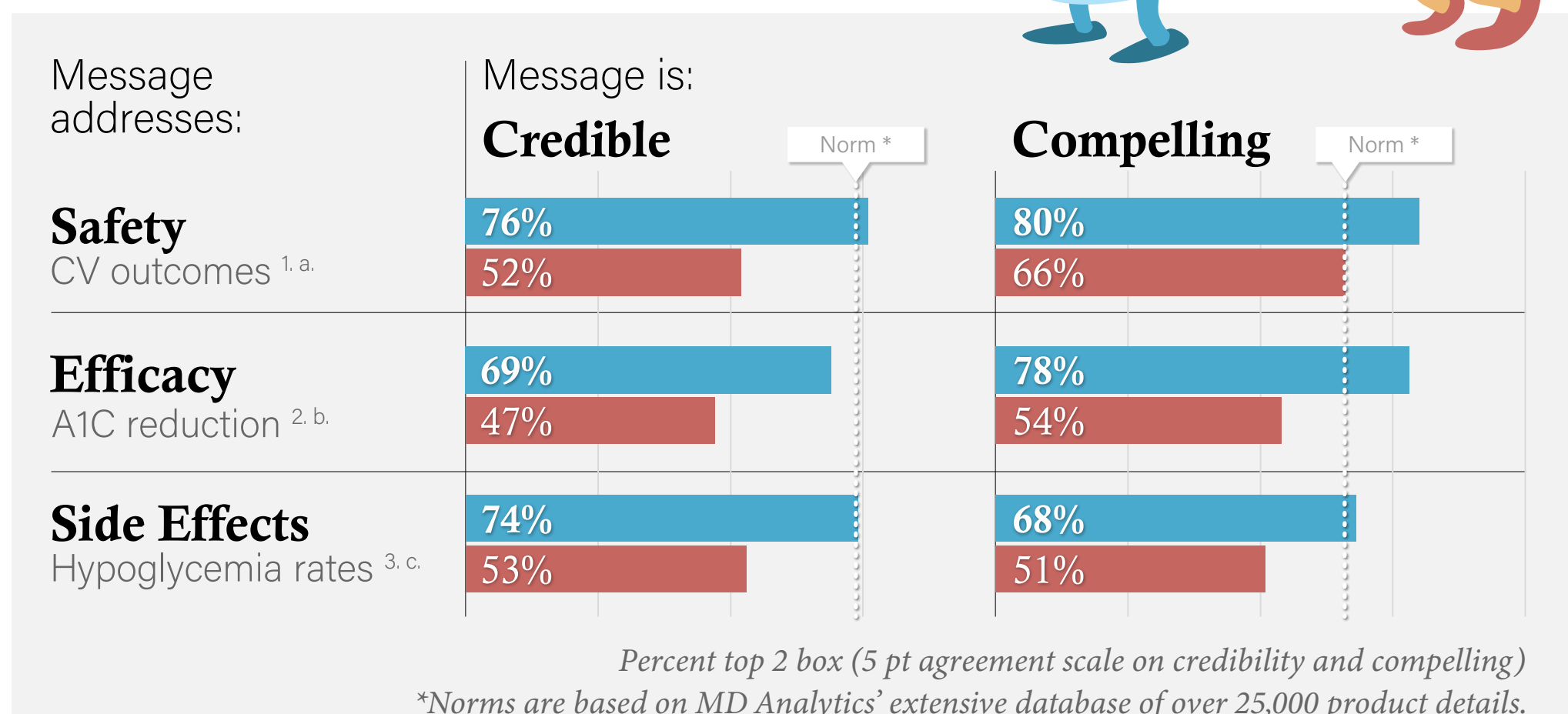
Real World Evidence

Real World Evidence, *formed from years of patient data,* has a growing impact on the healthcare industry, and pharmaceutical manufacturers are increasingly investing in this emerging area.

We surveyed Canadian General Practitioners, Endocrinologists, and Cardiologists to understand their receptivity towards product messaging supported by either RWE or traditional Randomized Controlled Trials.

8 in 10 physicians agree that investing resources in RWE would improve perceptions of a pharmaceutical manufacturer.
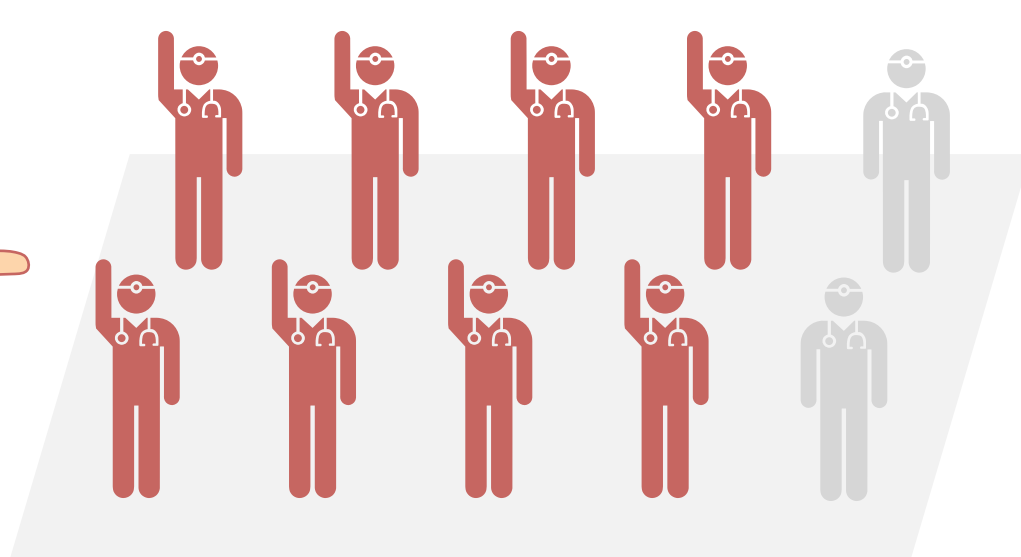
However, when rating comparable evidence-based messages for a diabetes product, **physicians favour those supported by RCT over RWE.**

#1

Message addresses:	Message is: Credible	Norm *	Compelling	Norm *
Safety CV outcomes [1, a.]	76% / 52%		80% / 66%	
Efficacy A1C reduction [2, b.]	69% / 47%		78% / 54%	
Side Effects Hypoglycemia rates [3, c.]	74% / 53%		68% / 51%	

Percent top 2 box (5 pt agreement scale on credibility and compelling)
Norms are based on MD Analytics' extensive database of over 25,000 product details.

[1.] RWE suggests that Product X leads to positive CV outcomes in high risk CV patients.
[2.] RWE suggests that adherence to Product X over a period of 3 years with diet and exercise demonstrates comparable A1C reduction to insulin.
[3.] RWE suggest that Product X reduces the risk of severe hypoglycemia relative to SUs.
[a.] RCT suggest that use of Product X leads to positive CV outcomes in high risk CV patients.
[b.] In a 28-week RCT with Type 2 diabetes adults, 75% of adults achieved A1C levels of 6.5% or less.
[c.] RCT suggest that rates of severe hypoglycemia are significantly lower relative to SUs.

While preference for RCT messaging is stronger, a product with evidence supported by **both RWE *and* RCT** would **more strongly influence prescribing decisions.**

96% of physicians feel more likely to prescribe a product with RWE *and* RCT support over RCT alone.
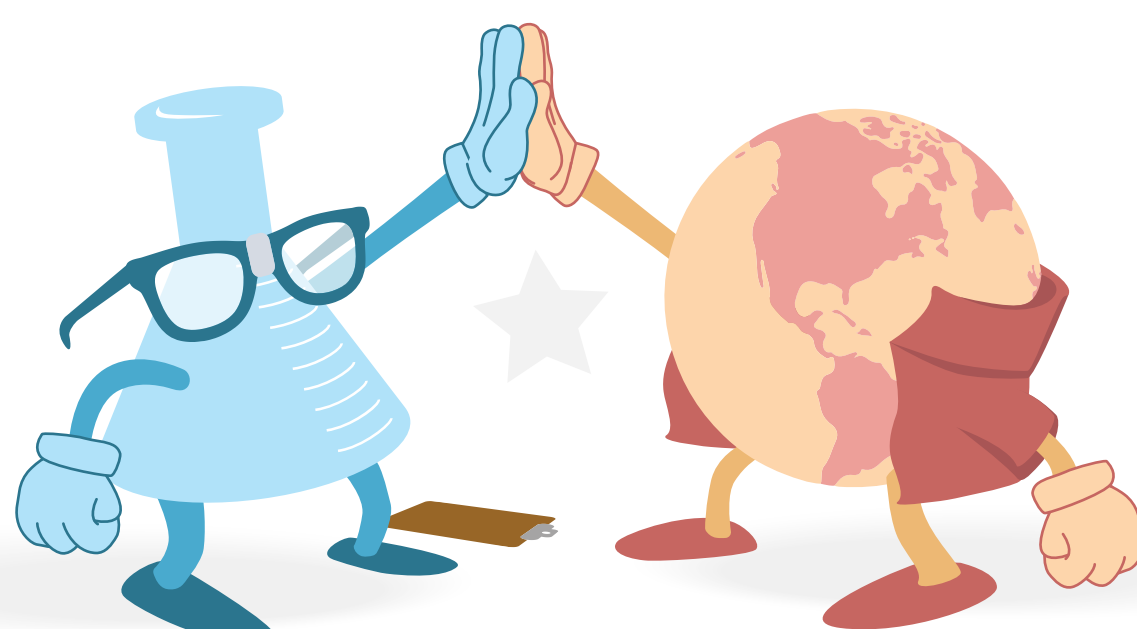
96%

64% significantly	32% somewhat

9 in 10 GPs & **2 in 3 Specialists** agree that RWE **improves confidence** to prescribe a product (over one supported by RCT alone.)

RWE continues to influence the healthcare landscape from a regulatory and access standpoint, and will help shape the future of pharmaceutical marketing alongside RCT.

MD Analytics
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