

PL009
USING REAL-WORLD EVIDENCE

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Real world evidence is generated by the combination of routine care observational data ('real world data') and appropriate analytical techniques. Its purpose is to improve our understanding of the benefits, risks and costs of medical products and other health interventions, complementing the information derived from formal research studies. Many public and private health sector organisations are increasing their investments in the generation and use of this form of evidence, increasing its relevance for health guidelines.

Analyses of observational data have been an important evidence source for guidelines for some time, but the landscape is changing as investments translate into larger, more accessible, and at times better characterised data sources, combined with advances in analytical methods, and the partnerships and policies that promote their use. Fundamental challenges persist, including the methods, technical systems and human processes for rigorous capture and characterisation of health data; methods for making causal inferences from observational data; and the evolution of appropriate policy and governance frameworks to maximise public good outcomes. In the context of health guidelines, there is a need to develop better intersections with learning healthcare systems, including appropriate use of aggregate and individual-level data, and provision of guidance for broad populations and small population segments and individuals.

This presentation will aim to provide an overview of the field from the point of view of health guidelines, including current understandings of the most important opportunities and challenges, examples of what's working and what's not, and potential future scenarios.