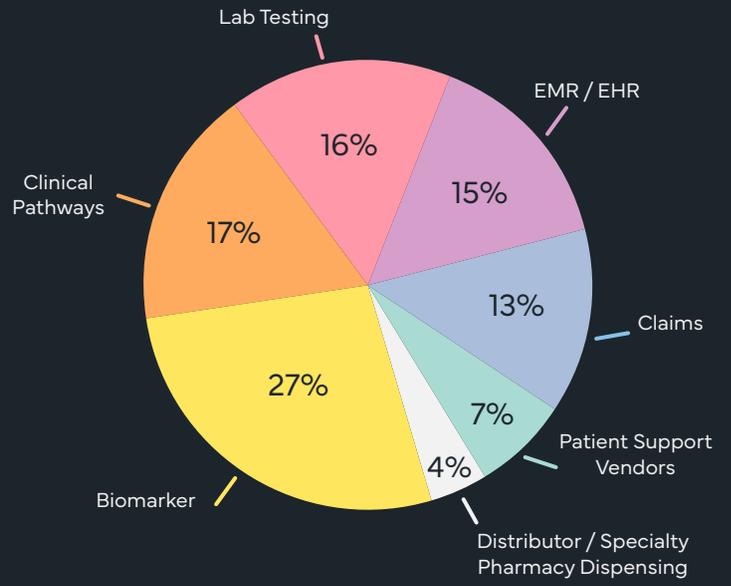


# Reliance on Real-World Data Across the Product Lifecycle

MMIT and The Dedham Group conducted market research across 300 industry stakeholders in the 2024 State of Patient Access Survey. The results of our Market Access report indicate that 72% of pharmaceutical companies use real-world data (RWD) sources to diagnose market access issues and prioritize interventions.

More surprisingly, we found that an equally large percentage (73%) are also using RWD to inform their decision-making in other phases of the development life cycle, many as early as phase I. Here's a look at the types of RWD most valued for life cycle management, and how they're being used to support each phase.

Prioritized RWD Types for Lifecycle Management



## Pharma Usage of RWD Across Key Phases

### Phase I Trials



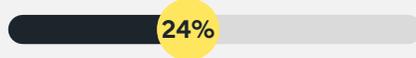
- Determine which unmet medical need, disease or molecule to pursue.
- Optimize clinical trial site selection via patient population and provider locations.

### Phase II Trials



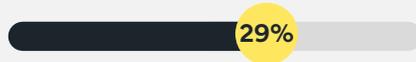
- Identify treatment effectiveness messaging options.
- Evaluate product's standard-of-care integration opportunities.

### Phase III Trials



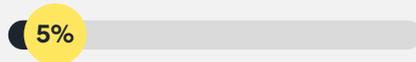
- Pinpoint geographic regions with the most patients and prescribing providers.
- Anticipate patient out-of-pocket costs and develop support programs.

### Post-Approval

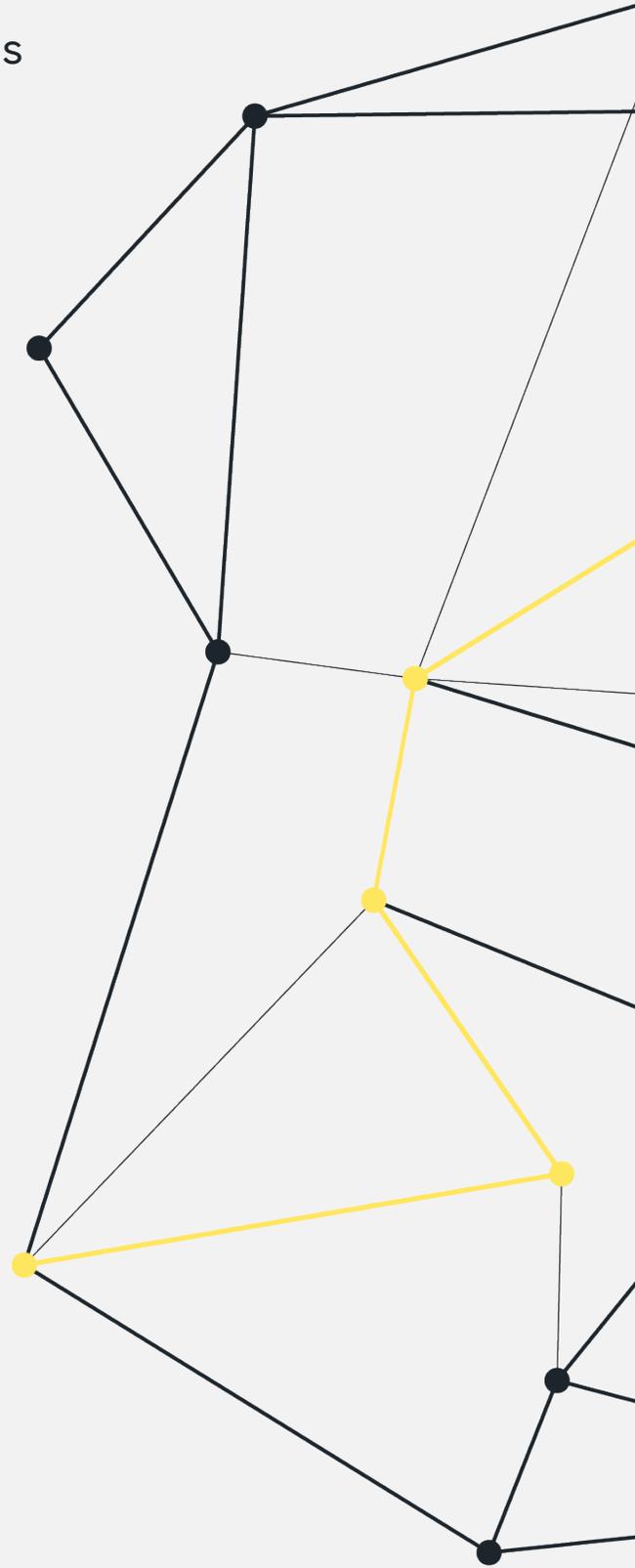


- Track patients over time to resolve access barriers impeding uptake.
- Validate payer and provider behavior, plus pathway influence, in reality.
- Identify patient trends: adherence, outcomes, out-of-pocket cost.

### Competitor Entry



- Uncover which payers and geographies are most subject to competitive pressure.
- Ensure alignment with provider workflows, procurement and administration preferences.



## Resolve Access Barriers with Integrated Real-World Data

By bridging disparate RWD to other types of payer and physician data, your team can gain end-to-end visibility into the key factors that influence the patient journey.

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