

5th Annual MarketsandMarkets Real-World Evidence & Life Sciences Analytics Conference - Tech Impact on Real World Data

PUNE, MH, INDIA, July 15, 2022

/EINPresswire.com/ -- While clinical

trials encompass the foundational

steps towards the potential

widespread availability of drugs post-

approval, a number of factors based

on demographics, co-morbidities,

environmental impact, food habits &

routines or habits can end up being

overlooked which affect the efficacy & suitability of a certain drug/treatment for a particular patient.



The 5th Annual [MARKETSANDMARKETS REAL-WORLD EVIDENCE & LIFE SCIENCES ANALYTICS CONFERENCE](#) shall play host to expert researchers working deep in the field, who have had a chance to reflect on the changing framework of real world data (RWD) collection as impacted by the pandemic years. Advancements in technology has facilitated adoption of smart devices like wearables & digital health trackers allowing pharma companies to generate real world evidence (RWE) by analyzing a wide spectrum of datapoints from new & novel sources apart from the usual electronic health records, patient billing records, admin or insurance claims and patient-generated health data.

Scheduled for the 20th - 21st of OCTOBER 2022 in BOSTON - USA, the conference provides a great opportunity to connect & discuss thought provoking topics with peers in the community while imbibing invaluable insights from intricately crafted presentations by industry leaders!

A SNIPPET OF TOPICS TO BE DISCUSSED AT THE CONFERENCE

- Regulatory view around data quality & data standards.
- Leveraging RWE to improve market access.
- The adoption & role of AI & ML in clinical trials.
- The expanded role of Real World Evidence for Digital Health.
- Panel Discussion on lessons learned from the recent results of the FDA's
- Pilot program RCT DUPLICATE.

- Real-World Data & Advanced Analytics.
- RWE to inform decision making process in rare diseases where there is lack of evidence.

INTRODUCING THE ESTEEMED PANEL OF SPEAKERS

- CHARLES MAKIN, Global Head, Real World Evidence Strategy, BIOGEN
- JOEL IFF, Senior Director Global Market Access, SAREPTA THERAPEUTICS, USA
- MELVA COVINGTON, Senior Vice President, Research and Patient Outcomes, CURIO DIGITAL THERAPEUTICS
- NEKA ONWUDIWE, Former PRO/PE Regulatory Review Officer, FOOD AND DRUG ADMINISTRATION
- JUAN HUANG, Director, HEOR, G1 THERAPEUTICS, INC.
- JENNIFER WEBSTER, Senior Director, Precision Medicine RWE Lead, PFIZER
- ERIC SARPONG, Director, Real-World Data Analytics and Innovation, Centre for Observation and Real-World Evidence (CORE), MERCK

[LEAF THROUGH THE ENTIRE 2-DAY AGENDA HERE!](#)
[REGISTER FOR THE CONFERENCE TODAY!](#)

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