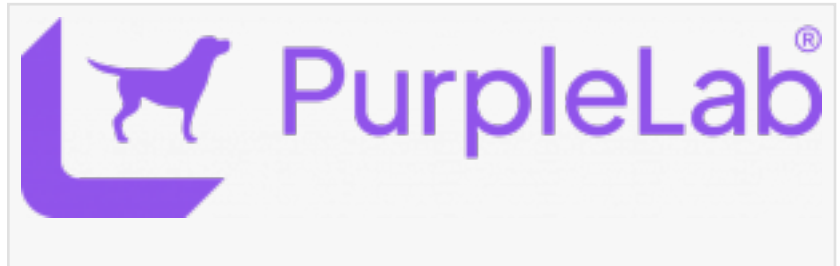


PurpleLab Launches CARES: A New Center for Advancing Real-World Evidence Studies

New initiative unites academic institutions, research networks, and patient communities around a shared mission: evidence with purpose.



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[PurpleLab®](#), the leading healthcare data analytics company, today announced the launch of the PurpleLab Center for Advancing Real-World Evidence Studies (PurpleLab CARES), an initiative designed to promote the use of PurpleLab's real-world data for research studies, facilitate academic partnerships, and support patient advocacy efforts.

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With PurpleLab CARES, we're demonstrating what our data can do in the hands of researchers, academic partners and patient communities”

Scott DuVall, Senior Vice President, Real-World Evidence, at PurpleLab

PurpleLab brings together vast real-world datasets in one intuitive space for discovery, hypothesis testing, outcomes measurement, and gleaning actionable insights. With more than 16 billion annual medical and pharmacy claims and provider data, as well as remittance, eligibility, EHR, and mortality data, life sciences, payer, provider, and advertising teams rely on this data to size markets, characterize disease burden, evaluate population health, and generate the evidence that drives better outcomes.

PurpleLab CARES builds on this foundation by establishing a dedicated home for research collaboration. Real-world data is plentiful. Reproducible research is not. A dozen teams might publish a definition for something as common as the Charlson Comorbidity Index, a standard measure of patient illness burden, and only a handful will say which codes and weights they used. What makes it reproducible is methods others can inspect, cohorts they can reuse, researchers trained to build both, and the time to pursue questions that might otherwise go unanswered. CARES is built around four pillars, one for each.

“Real-world evidence is strongest when it's rigorous, peer-reviewed, and shared openly. With PurpleLab CARES, we're demonstrating what our data can do in the hands of researchers, academic partners and patient communities,” said Scott DuVall, Senior Vice President, Real-World Evidence, at PurpleLab.

The Four Pillars of PurpleLab CARES

PurpleLab CARES is organized around four pillars:

Reproducible Research. PurpleLab will identify studies that are trending or of interest to clients and replicate them to validate the science and showcase the platform's capabilities, while actively seeking and executing sponsored studies.

Academic Partnerships. PurpleLab will partner with key graduate programs, allowing them to use PurpleLab data for research projects. It will offer data, training, and mentorship at nominal cost, as well as providing data (or linkage) for sponsored projects at discounted rates for academic partners. These partnerships aim to help train the next generation of real-world evidence leaders on tools they will carry throughout their careers.

Rigorous Methods. PurpleLab is committed to methods and tools that raise the reliability of research industry-wide. This means building transparent, operational definitions into study design from the start rather than auditing them after the fact; validating and advancing research methods through education in shared best practices; contributing to the tools that put those practices to work; and curating, standardizing, and evaluating real-world data to ensure it's fit for purpose.

Patient Communities. PurpleLab will partner with foundations and patient-advocacy groups to provide patient journeys, gather patient perspectives on important research topics, and open a "Submit a Study Idea" channel, creating a direct connection between real-world data and the people it serves.

How to get Involved

PurpleLab CARES launches today at purplelab.com/cares, where the four pillars sit alongside published research from the PurpleLab team. Sponsors can inquire about HEOR studies, academic programs can propose student research projects, evidence networks can explore collaboration, and patient organizations can submit a study idea.

About PurpleLab

PurpleLab® is a health-tech company driven by one clear philosophy: outcomes matter most. As your trusted partner for real-world data, we help organizations drive decisive action based on precise insights — with the ultimate goal of giving everyone a fighting chance at the best possible health outcome.

For more information, visit purplelab.com

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Emilie King
PurpleLab
eking@purplelab.com
Visit us on social media:
[LinkedIn](#)
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