

# Clinical trial and RWD linkage

Bridge clinical trial data with real-world data for unrealized insights into the patient journey — before, during and after the trial.

Clinical trial data and real-world data (RWD) have historically existed in separate data silos, limiting study investigators' ability to understand what is happening to participating patients outside of the clinical trial. The COVID-19 pandemic, however, urgently highlighted the need for a wider variety of real-time data sources to better understand the virus and bring vaccines and therapies to market faster.

## Enhance clinical trial insights with RWD

With HealthVerity's Clinical Trial and RWD Linkage solution, you can now expand your vision of each patient beyond the constraints of the clinical trial itself and gain deeper insights into the patient journey **before, during and after the trial:**

## KEY BENEFITS

- ✓ Extend clinical trials to address long-term outcomes
- ✓ Lower patient and investigator burden by leveraging and linking to RWD
- ✓ Design external control arms using regulatory-grade RWD
- ✓ Maintain patient journey visibility, even after trial drop out or trial end
- ✓ Execute post-marketing surveillance to address regulatory commitments
- ✓ Generate value evidence for payers through long-term outcome tracking

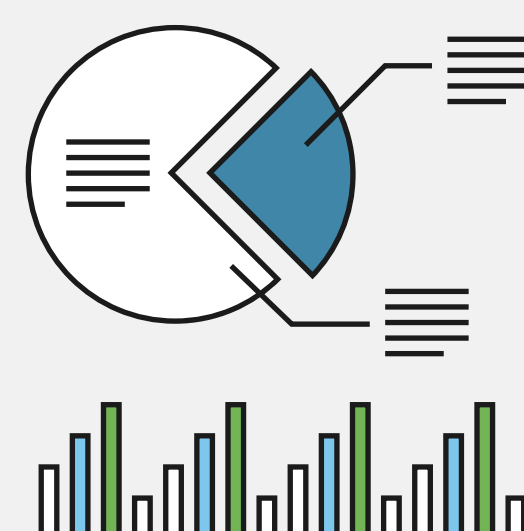
### BEFORE TRIAL



Validate patient history and comorbidities before the trial begins

Gain insights into previous interventions, procedures and other healthcare activities

### DURING TRIAL



Gather additional real-world data points throughout the active trial

Avoid missing out on non-reported information such as urgent care visits and other insights on efficacy and adverse effects during the trial

### AFTER TRIAL



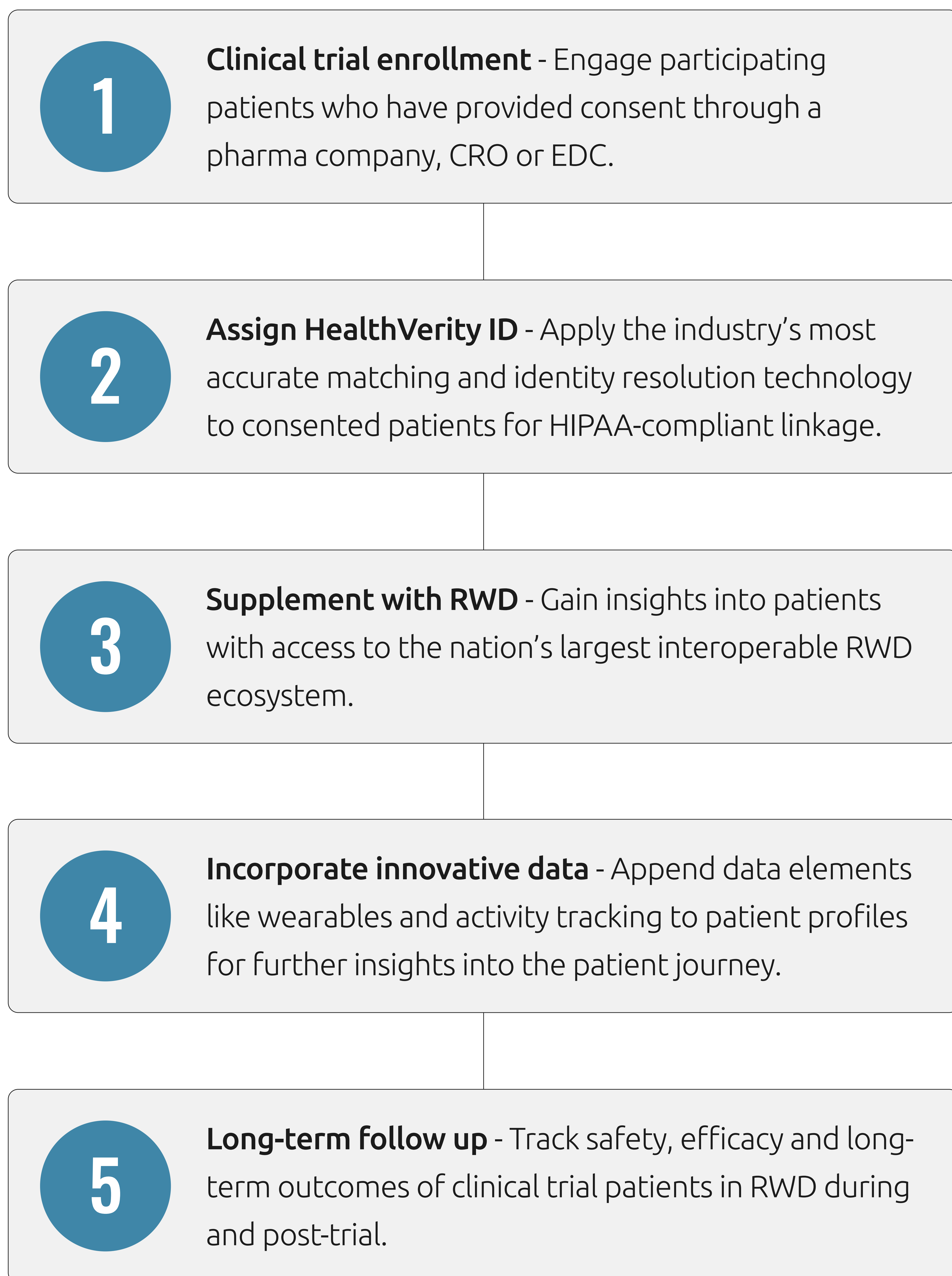
Monitor patients for longer term outcomes and safety studies

Future proof your studies by following patients in the real-world to understand long-term outcomes and value



## Seamlessly integrate RWD into your existing clinical development workflows

Clinical Trial and RWD Linkage is powered by HealthVerity IPGE, the industry's leading infrastructure for patient identity resolution, privacy, governance and exchange of broadscale healthcare and consumer data. Here's how the process works:



## HEALTHVERITY IS IN A CATEGORY OF ITS OWN

- ✓ **Probabilistic matching technology** resolves patient identity data with 10x greater accuracy than industry alternatives
- ✓ **Centralized referential database** of 330 million individuals is continuously updated for dynamic matching across time and data sources
- ✓ **One-stop solution**, including data normalization, privacy compliance, governance, contracting and delivery for streamlined implementation
- ✓ **Integrated into your workflows** with flexible options for data input and data delivery, including at patient sites to support DCTs
- ✓ **Broad, diverse RWD ecosystem** comprised of medical claims, lab data and results, pharmacy claims, EMR data, hospital chargemaster data and social determinants of health data

## LEARN MORE

For more information about HealthVerity's Clinical Trial and RWD Linkage solution, email [info@healthverity.com](mailto:info@healthverity.com) or visit [healthverity.com/clinical-trials](https://healthverity.com/clinical-trials)