

# GetReal: 3 Years on!

BBS Spring Seminar

May 5<sup>th</sup>, 2017

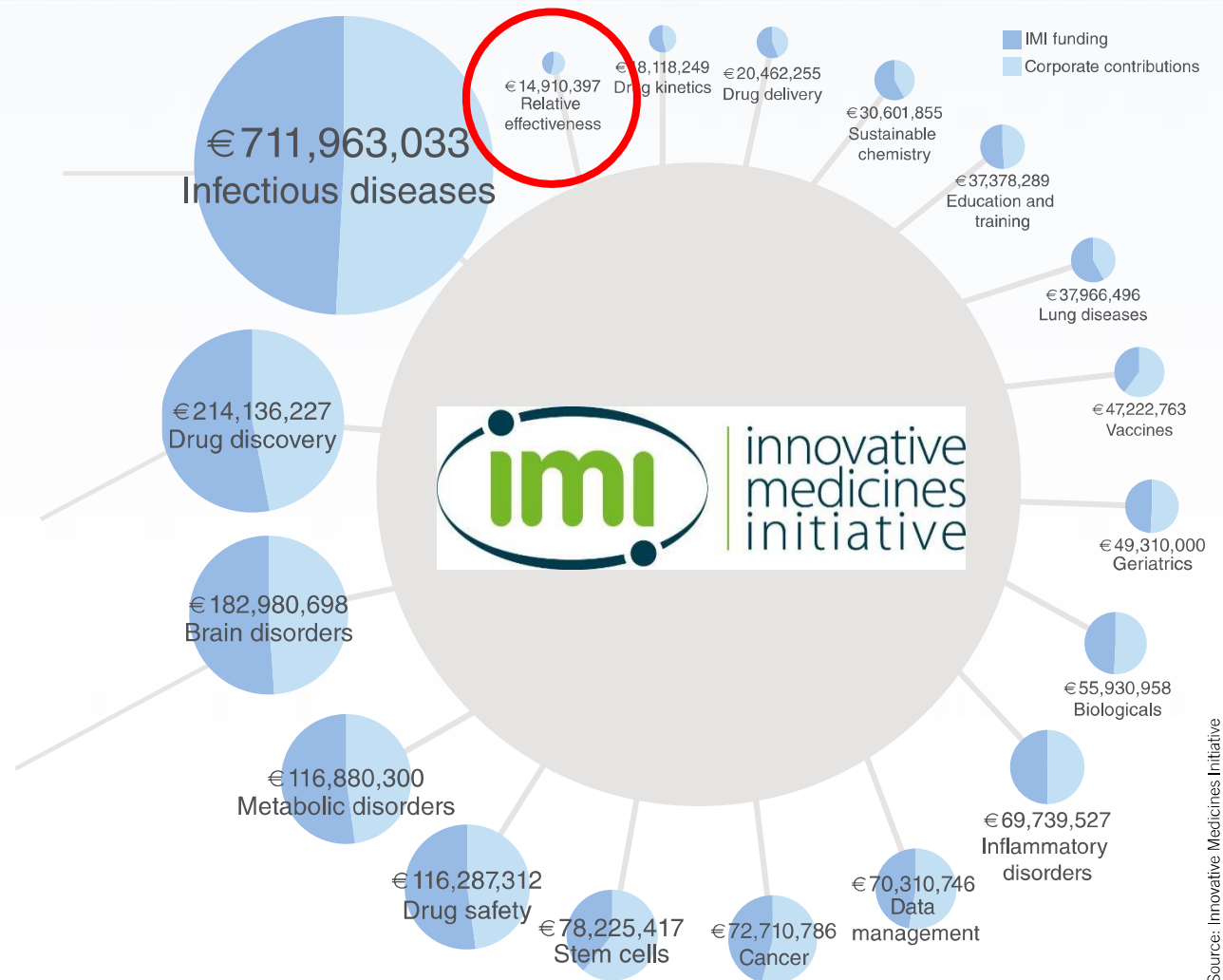
Basel, Switzerland

Eva-Maria Didden, on behalf of GetReal



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[www.imi.europa.eu](http://www.imi.europa.eu)

# GetReal Project – Part of the Innovative Medicines Initiative (IMI)








Source: Innovative Medicines Initiative

To show how/which new methods of real-world evidence (RWE) collection and synthesis could be developed and considered for adoption **earlier** in





- pharmaceutical R&D
  - the healthcare decision making process
- 
- Requires companies, healthcare decision-makers and other stakeholders to work together
  - Requires the generation of a consensus on best practice in the use of RWE in regulatory and reimbursement decision-making
  - Requires alternative evidence generating strategies

# Why the need for change?

## Environment

-  Increasing strength and demands of **HTA/payers**
-  Pressures for **earlier access** to new medicines of value
-  Possibility of more flexible reimbursement and **access arrangements**
-  **Rare disease** populations more prominent, hard to fit into trial paradigm
-  Willingness of regulators to **engage**

## Data and Methods

-  Recognition that data arriving at HTA are **sub-optimal**, especially the key data on relative effectiveness
-  Growing **availability**, at least in principle, of real-world data (RWD)
-  **New methods** to synthesize data and adjust for bias
-  **IT infrastructure**: new possibilities for data collection and integration

# 3 Years of a *Real* Public Private Partnership

## 11 Public partners:

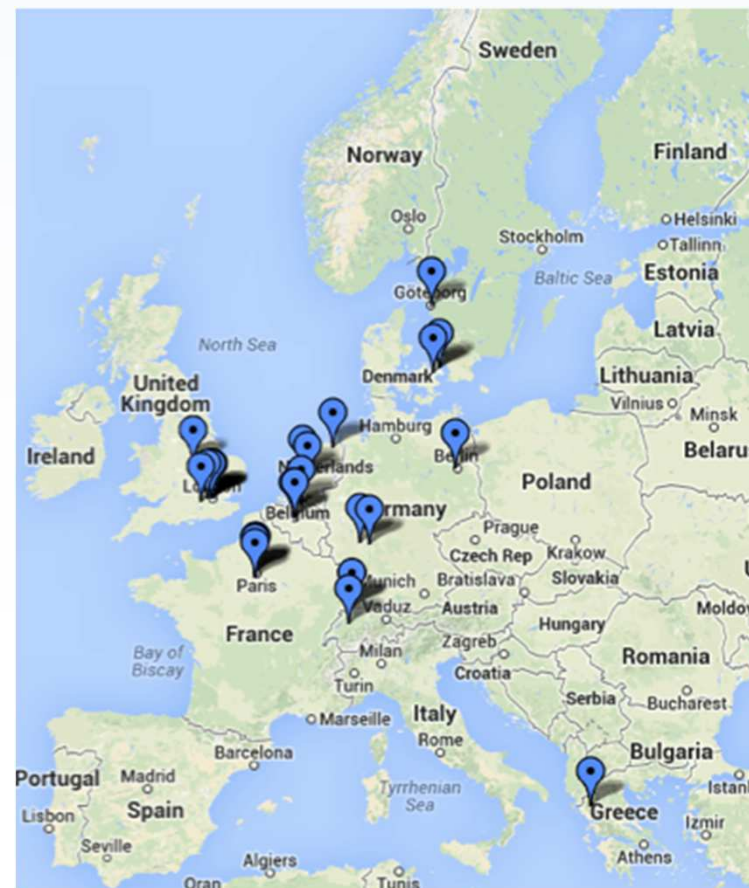
- University Medical Center Utrecht, the Netherlands
- University Medical Center Groningen, the Netherlands
- University of Ioannina, Greece
- University of Bern, Switzerland
- University of Leicester, UK
- University of Manchester, UK
- European Organisation for Research and Treatment of Cancer, Belgium
- Zorginstituut Nederland, the Netherlands
- Haute Autorité de Santé, France
- National Institute for Health and Care Excellence, UK
- European Medicines Agency, UK

## 15 EFPIA companies:

- GlaxoSmithKline
- Amgen
- AstraZeneca
- Bayer
- Boehringer Ingelheim
- Bristol Myers Squibb
- Eli Lilly
- Janssen
- LASER
- Merck Serono
- MSD
- Novartis
- Novo Nordisk
- Roche
- Sanofi
- Takeda

## Patients' organizations:

International Alliance of Patients' Organizations



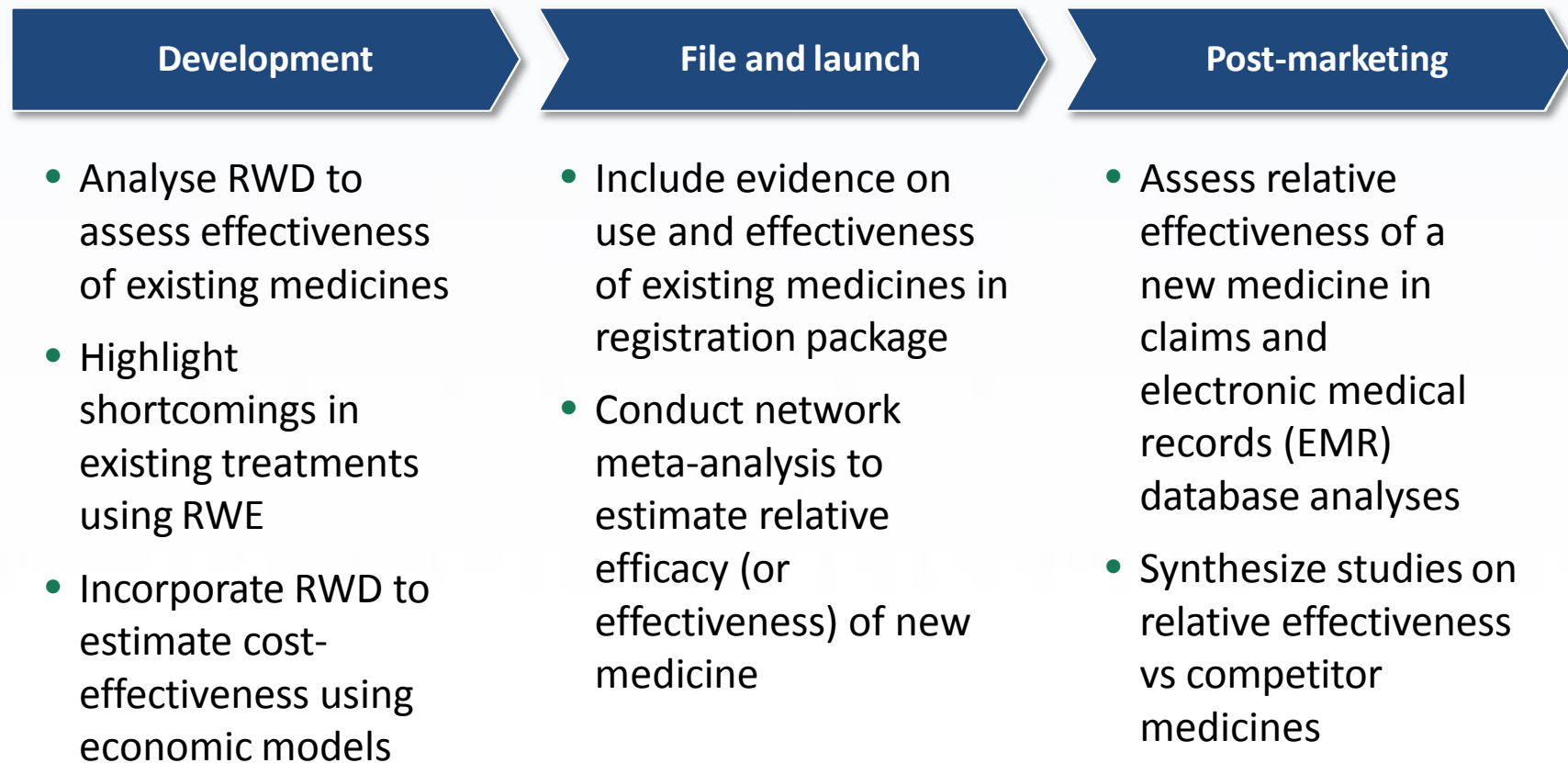
# Through this partnership, GetReal could address a range of RWE issues

- Shared understanding of the technical and process issues from each perspective
- In-depth exploration of different challenging disease areas to highlight the issues
- Exploration of novel methodological solutions
- Compilation of best-practice recommendations
- Future research agenda
- Collaboration and trust



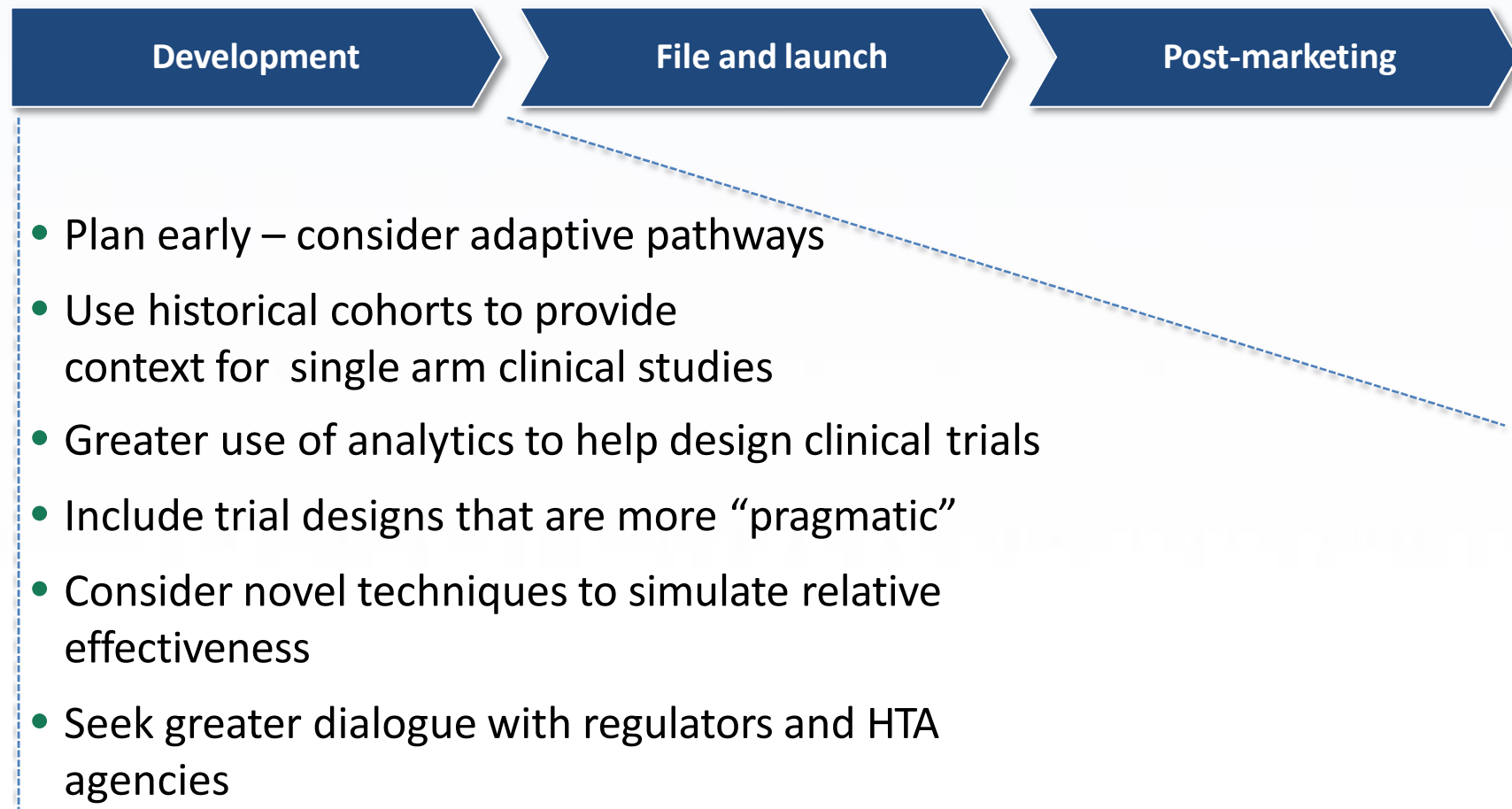
# Using RWD is already part of evidence planning within pharma...

## Examples



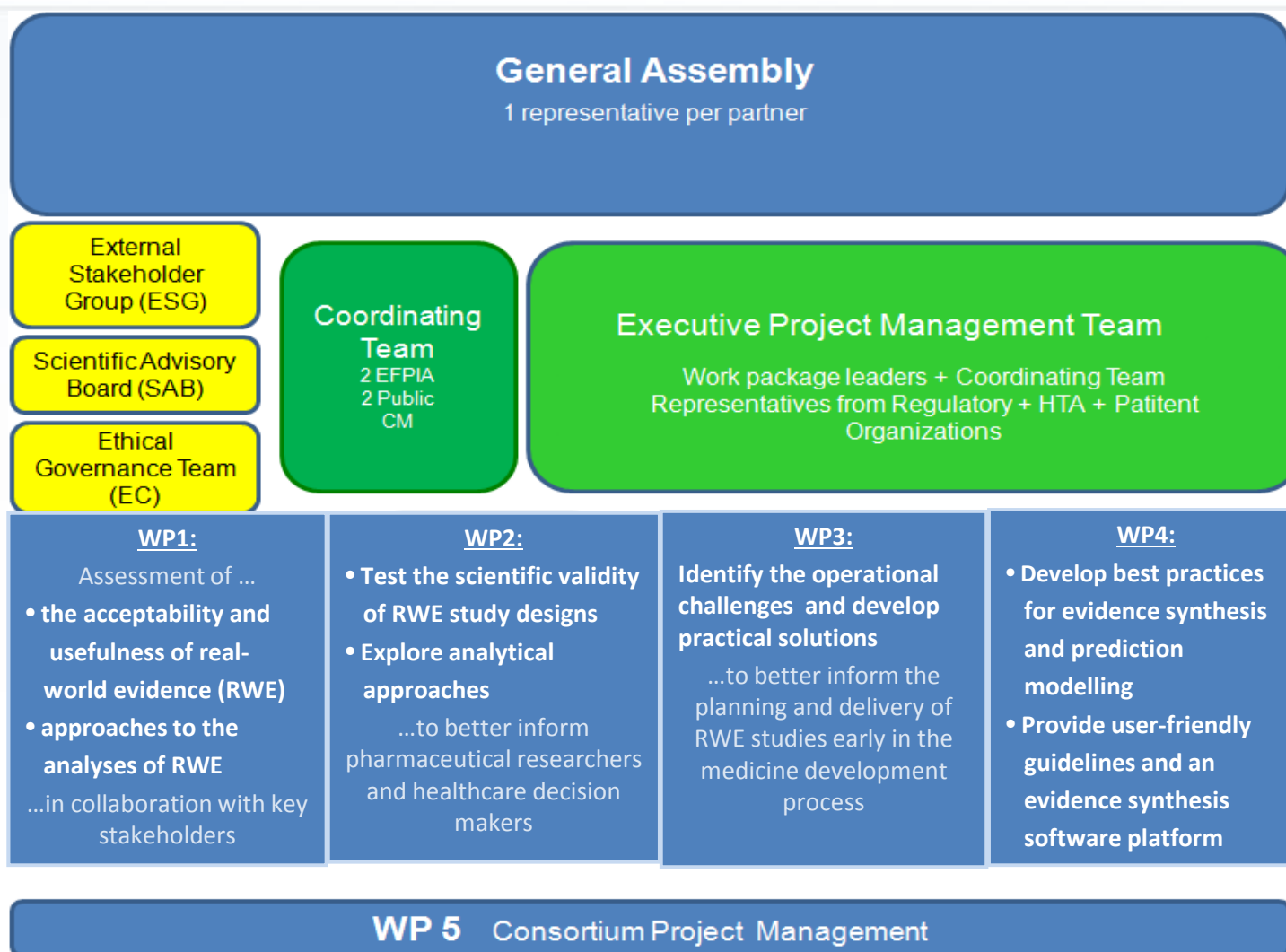
# ...but evidence generation is evolving and GetReal is a key contributor – and resource

## Examples





# GetReal Consortium & Work Packages (WPs)



## Example: Questions Tackled by WP4

Questions	Outcomes	Applicability	Data sources	Evidence synthesis	Conditions
1) How efficacious and safe is this drug?	Efficacy, safety	Typical patients included in clinical trials	Phase II/III randomised clinical trials	Clinical trials, standard meta-analysis	Study conditions
2) How efficacious and safe is this drug compared to alternative therapies?	Relative efficacy, relative safety	Typical patients included in clinical trials	Phase II/III randomised clinical trials	Network meta-Analysis (NMA)	Study conditions
3) How effective and safe is this drug compared to alternative therapies, in the patients who will likely receive it post-launch?	Relative effectiveness, relative safety in predicted study populations	Patients predicted to receive the drug post-launch	Phase II/III randomised clinical trials, clinical databases and registries	Individual patient data (IPD) network meta-analysis and meta-regression (NMR)	Study conditions
4) How effective and safe is this drug compared to alternative therapies, in the patients who will likely receive it in the real world of a health care system?	Relative effectiveness, relative safety in predicted real world populations	Patients predicted to receive the drug post-launch in a given health care system	Phase II/III randomised clinical trials, clinical databases and registries, expert opinion, patient preferences	Mathematical modelling	Real world conditions

# GetReal Outputs (not complete)



## Original research

- Drivers of effectiveness
- Analytical methods
- Prediction models
- Methodological guidance



## Methods

- Detection of bias
- Adjustment of bias
- Aggregate RWD in NMAs
- Individual patient RWD in NMAs



## Summaries

- Study types
- Sources of data
- Methods
- Literature reviews



## Case studies

- Retrospective analyses of relative effectiveness issues
- Disease area specific issues
- Stakeholder views



## Tools

- Software
- Checklists & templates
- Design options for pragmatic clinical trials



# GetReal Original Research

## E X A M P L E S

Modelling effectiveness in the real-world (with case studies)

Incorporating RWE in NMA (with case studies)

Software for evidence synthesis (ADDIS)

Patient powered research networks

Social media

Drivers of effectiveness (with case studies)

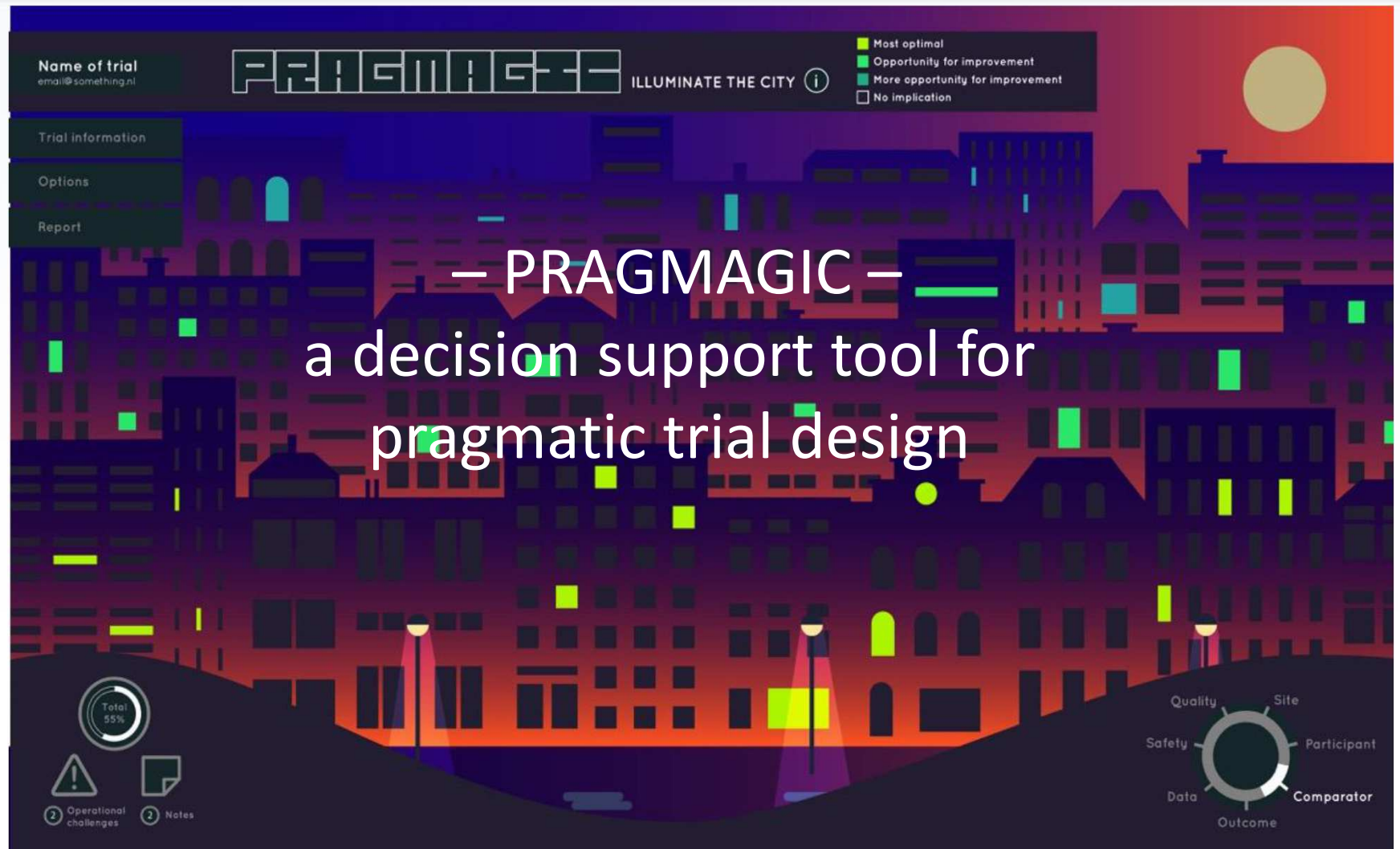
Real-world evidence (RWE) to inform RCT design

Adjusting for confounding in early post launch settings (with case study)

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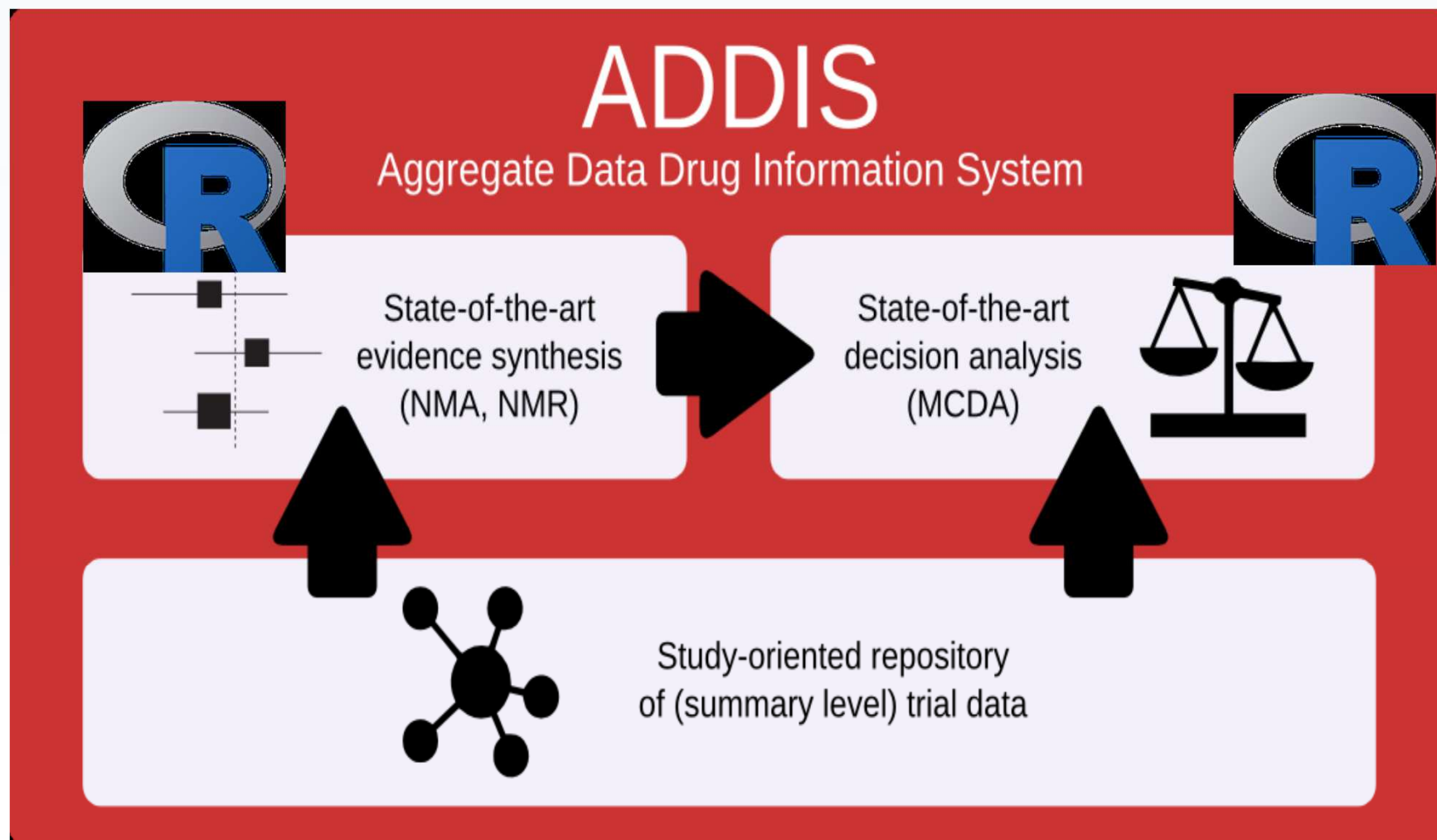


– PRAGMAGIC –  
a decision support tool for  
pragmatic trial design



# GetReal Tools (Software Platform)

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# Summary of Outputs, Guidelines and Recommendations

## RWE Navigator



About Step 1: Clarify the issues Step 2: Find RWE options Use RWD Case studies Background Glossary Directory of resources

### Putting real-world healthcare data to work

#### Real-world evidence (RWE) Navigator

The Real-world evidence (RWE) Navigator:

- **Is an educational resource:** helping users to find out more about the potential issues in demonstrating relative effectiveness of new medicines (referred to as 'effectiveness issues').
- **Provides guidance:** guiding users to specific types of analyses or study designs using RWE to support the development of medicines.
- **Is a directory of resources:** a comprehensive resource on the use of RWE in medicines, signposting to outputs from the GetReal projects and other authoritative sources of information on RWE.







The RWE Navigator has been designed for a wide variety of users. For example, pharmaceutical companies may find it useful to increase awareness about the use of RWE among their staff members, or patients may use it to understand concepts related to RWE and better understand challenges of using or generating RWE.

#### Understanding GetReal and the RWE Navigator



>> <https://rwe.navigators.eu> <<

## Some (practical) lessons learned...

-  External stakeholder engagement is important, but takes time
-  It takes time to build up trust and establish ways of working together
-  Case studies with actual examples are helpful to gather views on usefulness, acceptability and impact of solutions...  
...but data request, transfer and pre-processing are time-consuming
-  Staff turnover can be an issue (esp. private sector)
-  Good communication of issues and solutions is required
-  Sustainability and implementation plans beyond the projects are needed



..., but GetReal was worth all these efforts

**Thank you to all GetReal collaborators who  
made this project a great success!!!**

**>> Thank you to WP1 for the slides (esp. to Sarah Garner)! <<  
>> Thank you to WP4 and the Bern group for the inspiring team  
work! <<  
>> Thanks to all external stakeholders who provided their  
feedback and attended our workshops <<  
>> ... <<**

