

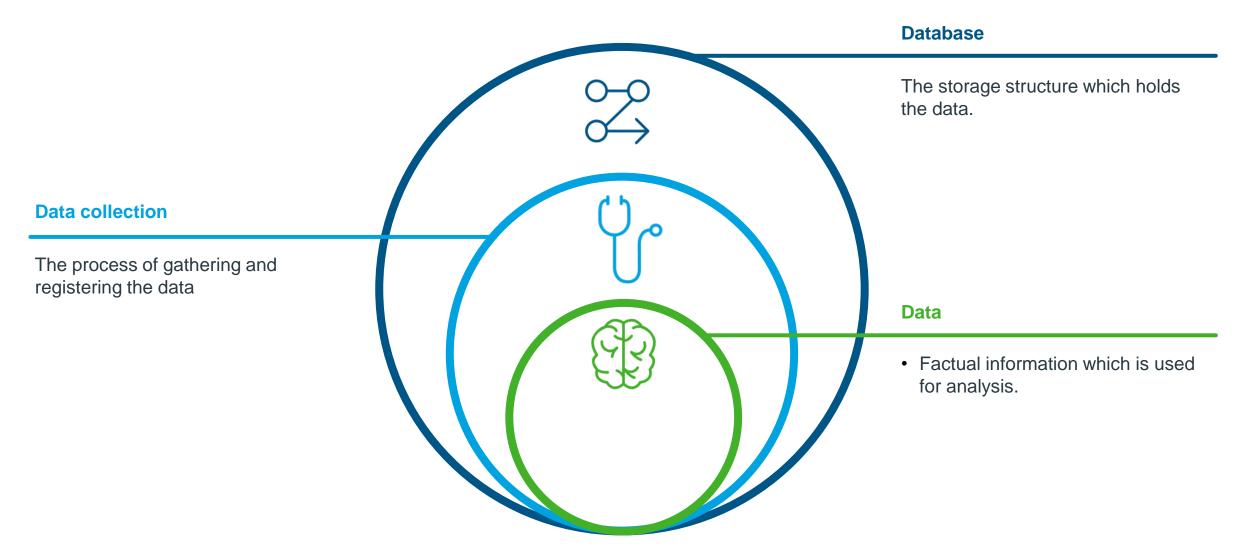
What is data quality, and how data types differ in terms of data quality?

Massoud Toussi, MD, PhD, MBA Global Category Lead, Evidence from Secondary Data, IQVIA

BBS/BES Seminar Wednesday 15th March 2022 from 14:30-17:00 CET Virtual meeting

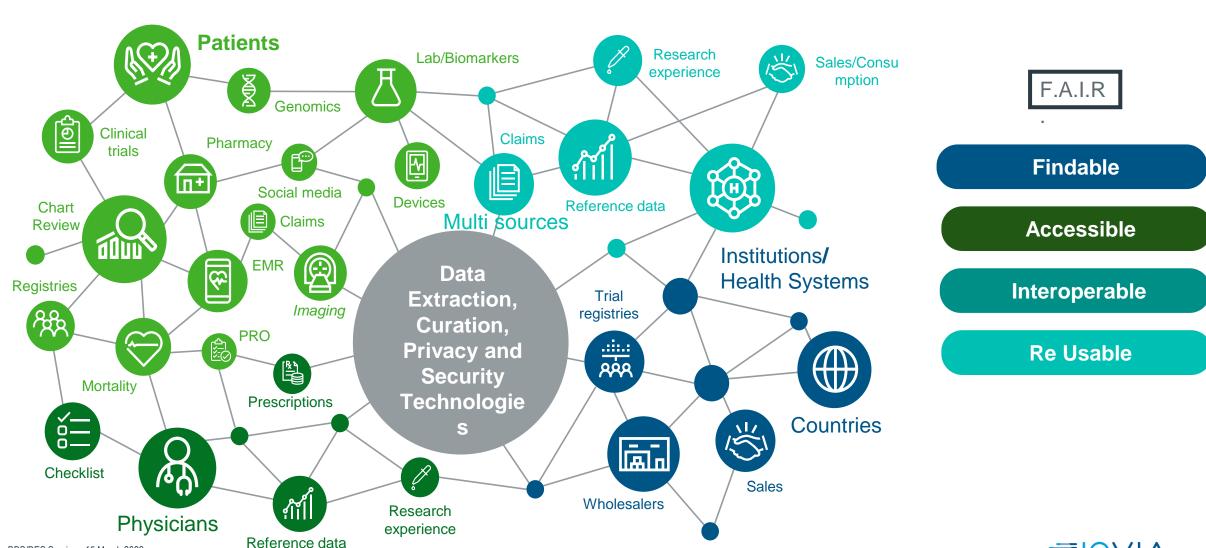
How well your data meets your needs?

Data quality can be measured at different levels



The FAIR principle

The ultimate objective of a database should be its re-usability.



Validation, verification, safety, control

Transparency and traceability allow the measurement of these elements.



Validation

Did I enter the data right?

Ex: Did the doctor enter an age which was between 0-140 years?

Verification

Did I enter the right data?

Ex: Are the lab values and clinical ones from the same patient?





Safety

Was anybody able to alter the data?

Ex: Did the physician share their user/password with someone else?

Control

Did anybody else check the data?

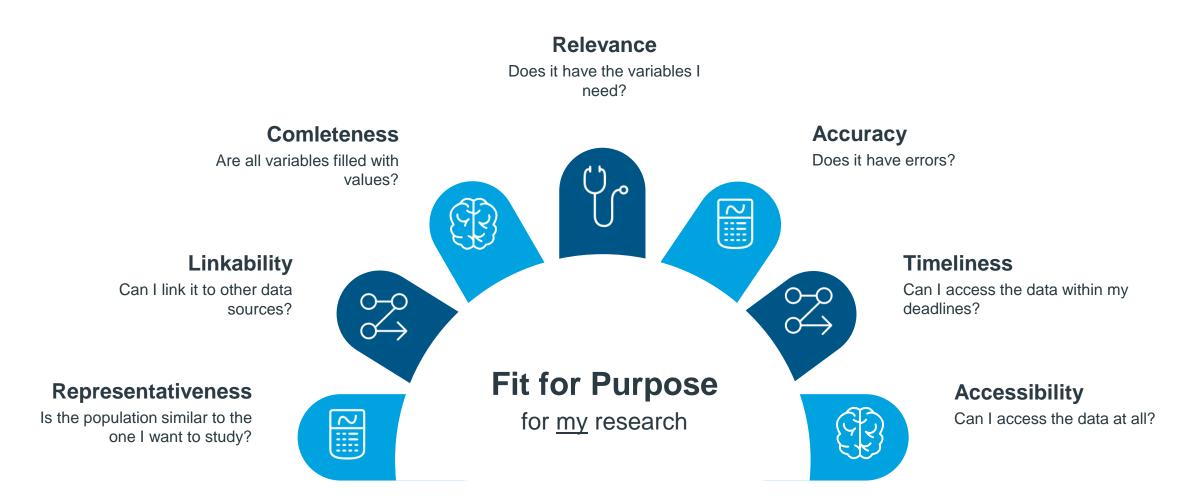
Ex: Was the diagnosis of the doctor confirmed by an external adjudicator?





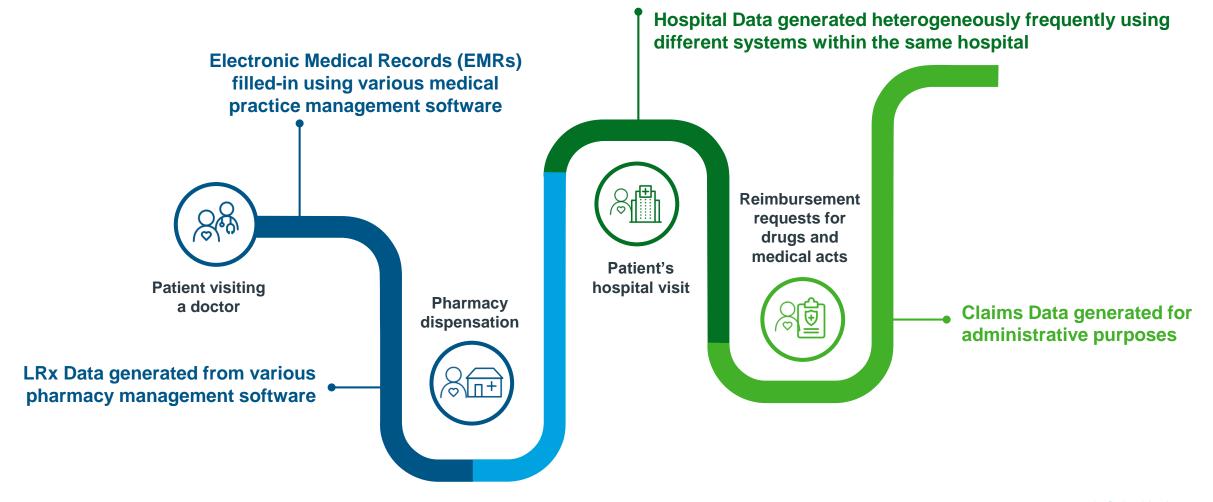
Fitness for purpose

The most important element of fitness-for-purpose is relevance.



Focus on main sources of secondary longitudinal patient data

Data is generated for administrative purposes not for analytical ones



Claims data

Initial purpose

- Economic management
- Reimbursement

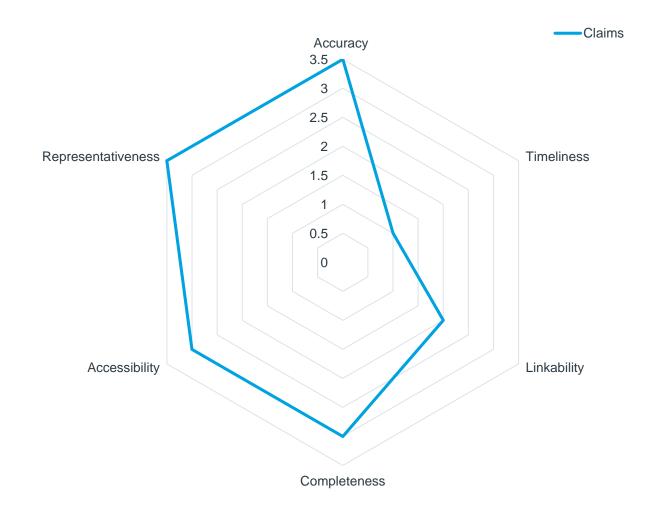
Content

- Demographics
- Diagnoses
- Diagnostic related groups
- Procedures
- Reimbursed drugs/devices

Settings

- Mainly Hospitals
- Increasingly linked to outpatient claims

- · Economic and resource utilization
- Epidemiology
- Healthcare system





EMR data

Initial purpose

- Clinical management
- Patient follow up

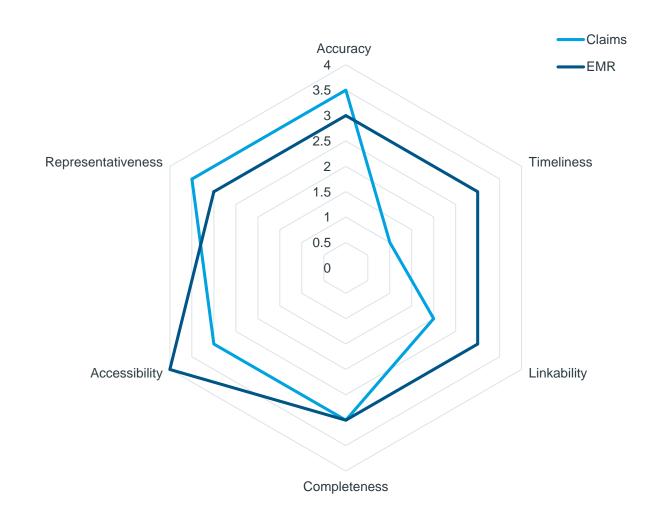
Content

- Demographics
- Diagnoses
- · Signs and symptoms, allergies, smoking
- Lab values
- Drugs and to a less extent procedures

Settings

- Mainly primary care
- Increasingly secondary care and hospitals

- Exposure evaluation
- Drug utilization
- Disease epidemiology
- Benefit-risk assessment
- Unmet needs, burden, adherence



Pharmacy records/sales data

Initial purpose

- Sales management
- Benchmarking

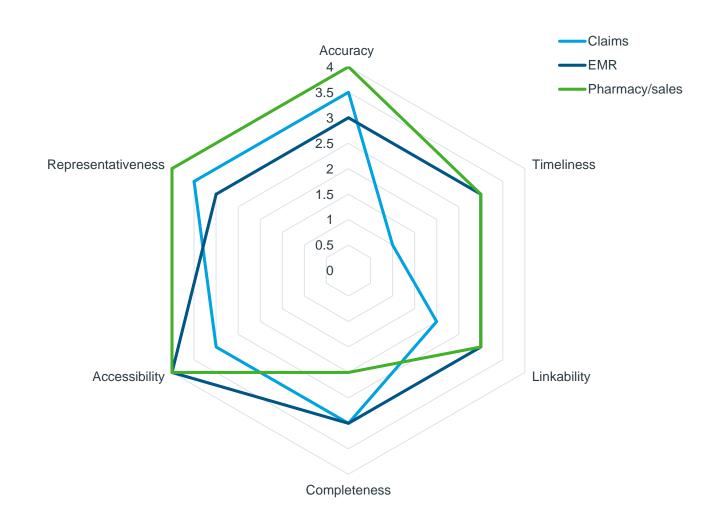
Content

- Demographics
- Drugs (packages sold)

Settings

- Retail pharmacies
- Wholesales
- Company outputs

- Exposure
- Treatment dynamics (switch, discontinuation...)
- Population movements
- Linkage





Registries

Initial purpose

Research

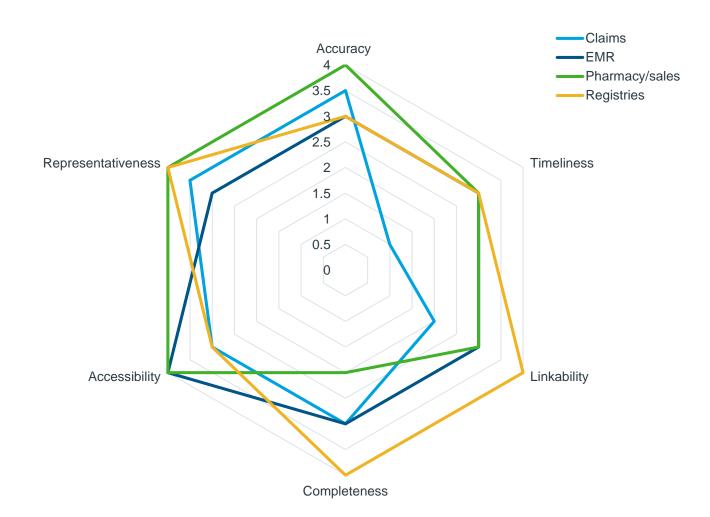
Content

- Demographics
- Clinical details
- Procedures
- Drugs
- Lab values
- Relevant markers, genetic data, tests, etc.

Settings

- · Disease or drug oriented
- · Mostly secondary care
- Mostly research intensive areas (oncology, ...)

- Disease epidemiology
- Benefit-risk assessment
- Treatment pathways





Social media, wearables, connected devices, etc

Initial purpose

- Networking
- Follow up
- Experimental

Content

- Demographics
- Narrow and specific data

Settings

- Everyday life
- Smoothly entering the healthcare system
- Telemedicine programs

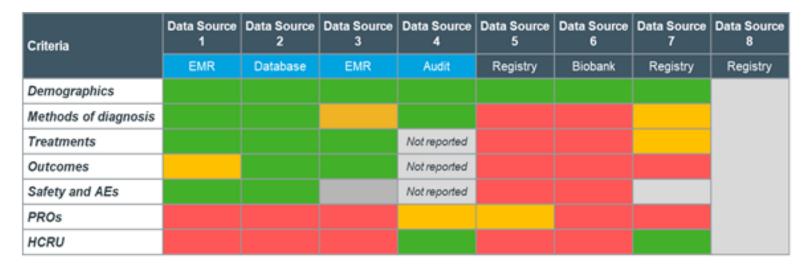
- Hypothesis generation
- Signal detection / monitoring
- Population behavior
- Public health intervention evaluation

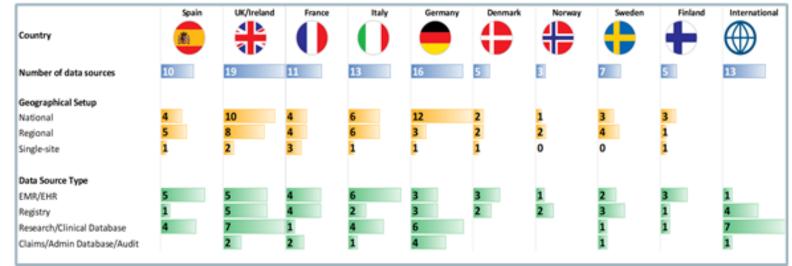


Data source types dictate only a part of the story

A data landscaping or feasibility assessment is necessary to determine the quality of data

- Databases must be fit-forpurpose, i.e. to be able to provide answers to our research questions based on <u>our expectations</u> of access, coverage, validity, likability, timelines, budget, etc.
- A feasibility study is often necessary to inform the most fitfor-purpose data sources for any given set of research questions.

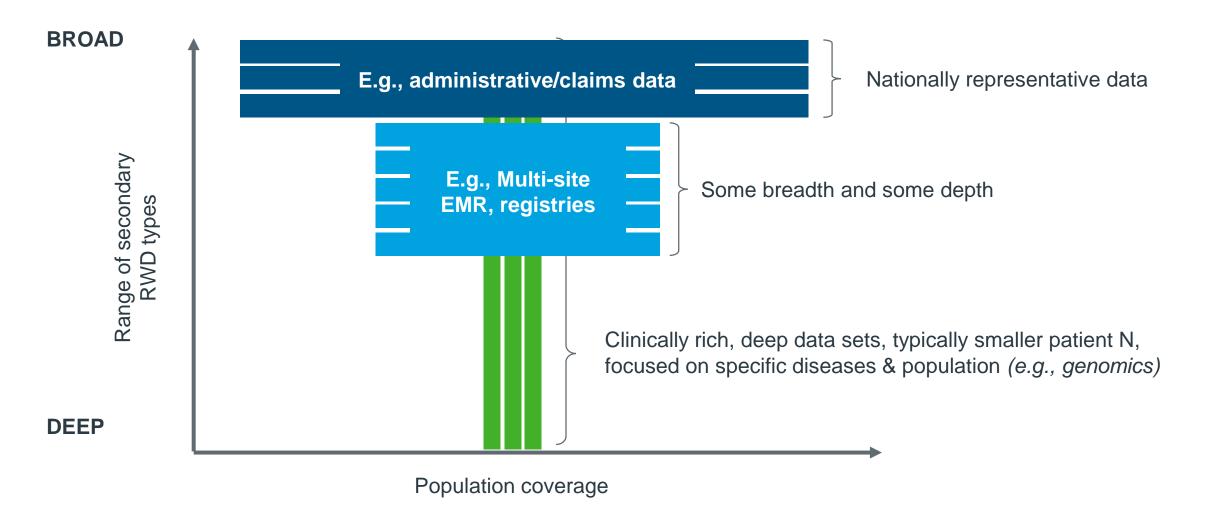






The fit-for-purpose data may need combining and linkage

T-shaped data linkage allows the extrapolation of high-depth data to larger populations.





Thank You!

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