

The Key to Unlocking Value From Real World Data Is Closer Than You Think



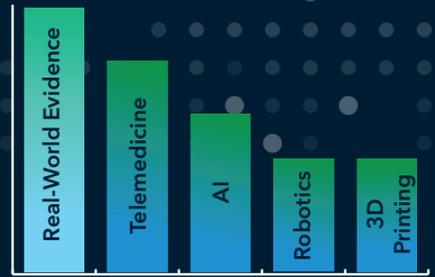
How are organizations using observational data today?

Life Sciences



82% of respondents indicated that the top benefits of real-world data (RWD) are **adaptive trial design** and **synthetic control arms**¹

Health Care



Real-world evidence will have the greatest impact on managing COVID-19²

Why can't we do more with RWD?

Challenges

- Time-Consuming**
Slow process to prepare data, identify populations and generate actionable evidence
- Governance**
Uncontrolled access to data and insights
- Fit-for-Purpose Data**
Data sources don't always meet quality needed for robust research
- Bias**
Inherent selection, recall and detection biases undermine validity of insights
- Limited Insights and ROI**
Limited access to real-world data and insights
- Transparency and Reproducibility**
Black box tools don't reproduce the same analysis quickly

Benefits

- Monitoring**
Enable regulatory authorities to monitor post-market safety and adverse events
- Outcome Assessment**
Empower payers to assess outcomes from treatments
- Patient Engagement**
Transform patient engagement programs
- Improve Understanding**
Analyze subpopulations and treatment effects
- Trial Feasibility**
Design protocols effectively and with confidence
- Trusted Research**
Combine longitudinal clinical data with advanced analytics



Value of SAS®

SAS Health helps you generate patient insights at every point of therapeutic intervention or stage of the product life cycle. Our solutions enable researchers to build and share cohorts faster, speeding time to insight and realizing more value from your investments in real-world data.

The SAS® Health product portfolio



Cohort Builder



Episode Builder



Data Mapper



Visual Investigator



Analytic Insight Modules (AIMs)



SAS Health

How SAS® Health simplifies analysis on complex real-world data



Explore

Interact directly with complex data, explore target populations and visualize cohort characteristics.



Build

Easily build complex queries with multiple temporal relationships and Boolean logic in a web interface.



Analyze

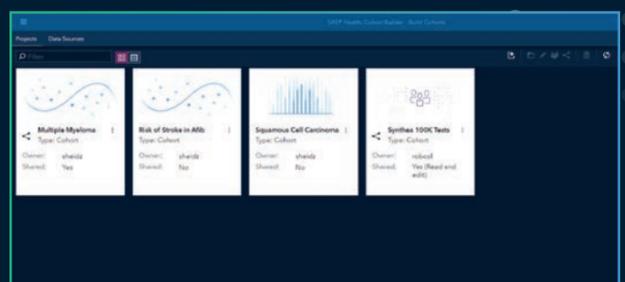
Test reproducibility to quickly confirm hypotheses, eliminate model biases and examine accuracy of results.



Reuse

Reduce or eliminate the iterative process required to build cohorts through reusable components and automation.

Discover your future in digital health analytics with SAS Health at sas.com/health



Sources: 1. <https://www2.deloitte.com/uk/en/insights/industry/health-care/real-world-evidence-study.html> • 2. <https://www.globaldata.com/real-world-evidence-can-help-countries-deal-with-the-covid-19-outbreak/>