

RWE Does Not Replace Clinical Trials.

It completes the evidence architecture.



01

Clinical Trials Answer Controlled Efficacy.

Randomised controlled trials remain the gold standard for establishing causal efficacy under controlled conditions.

They answer: Does this intervention work under ideal circumstances?

But efficacy in a controlled population does not guarantee effectiveness in practice.



02

Real-World Evidence Answers Practice Impact.

RWE captures what happens after approval:
how treatments perform across diverse populations,
healthcare systems, and clinical realities.

It answers: Does this intervention work
in the real world?

RWE extends the evidence continuum
beyond the controlled trial environment.



03

Regulatory and Payer Decision-Makers Need Both.

Across APAC, regulators and HTA bodies increasingly require complementary evidence streams:

- Clinical trial data for approval
- Real-world evidence for reimbursement
- Ongoing effectiveness for continued access

The evidence bar is rising.
Organisations need both streams from the outset.



04

Commercial and Medical Teams Gain Strategic Clarity.

When RWE is integrated early, it enables:

- Sharper value propositions for payers
- Stronger medical narratives for KOLs
- Faster market access across APAC
- Proactive lifecycle evidence planning

RWE is not a post-hoc exercise.
It is a strategic commercial asset.



05

Build RWE Into Your Evidence Architecture.

The strongest evidence strategies integrate RWE from the earliest stages of development:

- Pre-launch: identify evidence gaps
- Launch: generate complementary data
- Post-launch: sustain access and value

Evidence architecture is not retrospective.
It is designed from the outset.



The Strongest APAC Strategies Plan for Uncertainty.

Is RWE built into your APAC evidence architecture from the outset?

Connect with Aurumetrics



The challenge is no longer whether healthcare data exists.

It is whether the right evidence can be generated fast enough?

Yes, it can.

Aurumetrics supports pharmaceutical and life sciences teams with real-world data intelligence, strategic commercial insight and evidence generation.

GLOBAL MARKET FOOTPRINT

APAC-focused with evidence and data partnerships spanning:

China • Australia • Japan • South Korea • Taiwan • New Zealand

Additional support across the UK, EU, US, and other global markets on an ad hoc basis.

CAPABILITIES

Sourcing & Integrating
Real-World Data Globally

Advancing Analytical
Solutions

Delivering Strategic
Data Insights & Advisory

Building Powerful
Data Collaborations

Claims • EMR • Registry • GP • Lab • Genomics • Linked Data

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