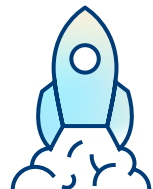


How Real-World Data Clears the Path to Your Next Breakthrough

Bringing new treatments to market is a winding road – full of critical intersections, potential detours, and high-stakes decisions. With Inovalon's Real-World Data (RWD) and team of experts as your co-pilot, you can clear roadblocks, speed up approvals, and drive impact – all while staying on course toward better patient outcomes.

Milestone 1



Fueling Smarter Clinical Trial Design & Recruitment

Start strong, finish faster. Approximately 80% of clinical trials fail to meet their initial enrollment targets and timelines, leading to significant delays and increased costs.¹ Integrating RWD can enhance patient recruitment strategies, potentially mitigating these challenges.

1

2

Milestone 2

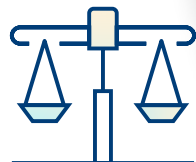


Speeding Up Regulatory Approvals

No more speed bumps. RWD strengthens your submissions, reducing inefficiencies and accelerating approvals – so therapies reach patients faster and safer. A growing proportion of FDA approvals now incorporate real-world evidence (RWE) in their assessments, with data on safety and effectiveness directly influencing final decisions.²

3

Milestone 3

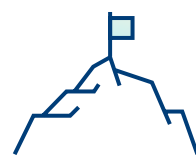


Unlocking Market Access and Reimbursement

Once approvals are secured, the next stop is market access. But limited access remains a major challenge – 50% of products that missed first-year forecasts did so primarily due to market access barriers.³ RWD equips your teams with the evidence needed to drive more meaningful conversations with payers and stakeholders – helping you justify pricing, demonstrate value, and overcome reimbursement hurdles to expand patient access.

4

Milestone 4



Bridging Clinical Success to Real-World Impact

Our HEOR solutions transform RWD into actionable evidence – proving cost-effectiveness, long-term outcomes, and care quality to shape policy and payer decisions.

5

Milestone 5



Driving Commercial Success With Data-Driven Strategies

Navigate the market with precision. Today, 67% of drug launches fail to meet expectations, often due to a lack of deep customer insights and an inability to effectively differentiate in the market,⁴ highlighting the critical need for better data-driven strategies to overcome reimbursement.

6

Milestone 6



Paving the Way for Value-Based Care

The final stretch: proving long-term impact. Payers and providers demand evidence of real-world outcomes – and RWE delivers.

Our insights help you quantify treatment impact, secure outcome-based agreements, and align with the future of value-driven healthcare. With the right data, you can demonstrate not just clinical efficacy, but economic and patient-centered value – ensuring broader access, better reimbursement, and stronger partnerships.

Final Destination: Better Patient Outcomes

At every turn in the pharmaceutical lifecycle, Inovalon's Real-World Data is your guide – steering you toward smarter decisions, stronger partnerships, and improved patient outcomes.

With us as your co-pilot, you can drive success from start to finish.

Ready to Accelerate Your Journey?
Learn how Inovalon can help you navigate the road ahead.

Contact Us

Sources:

- Online Patient Recruitment in Clinical Trials: Systematic Review and Meta-Analysis, Brøgger-Mikkelsen M, Ali Z, Zibert JR, Andersen AD, Thomsen SF, J Med Internet Res 2020;22(11):e22179
- Real-world evidence to support regulatory submissions: A landscape review and assessment of use cases, Alipour-Haris G, Liu X, Acha V, Winterstein AG, Burcu M., Clin Transl Sci. 2024 Aug;17(8):e13903. doi: 10.1111/cts.13903. PMID: 39092896; PMCID: PMC11295294
- "Rethinking market access," Corvino, B., Elsner, N., Jaeger, J., Wagh, M., Deloitte, March 9, 2022, <https://www2.deloitte.com/us/en/insights/industry/life-sciences/pharmaceutical-market-access.html>
- "The secret of successful drug launches," Ahlawat, H., Chierchia, G., Van Arkel, P., McKinsey, March 1, 2024, <https://www.mckinsey.com/industries/life-sciences/our-insights/the-secret-of-successful-drug-launches>