

# Drive successful product development and launches with Integrated Evidence

Many BioPharmaceutical companies planning their clinical development, evidence generation and launch activities realize they need data-driven insights to inform decision making and engage external groups. While Medical Affairs, RWE, HEOR, Clinical Development and Brand teams already have access to multi-source databases and existing literature, they have yet to realize the full potential of this data due to:

- Analytical and data silos between the clinical and post launch worlds
- Lack of depth in existing datasets (e.g. missing variables)
- Gaps in evidence generated through clinical trials
- Limitations in literature reviews and network meta-analysis
- Lack of rich patient-level historical clinical trial data, that traditional RWD providers don't offer

Yet, deep insights based on RWD and clinical trial data is critical to delivering breakthrough treatments in an increasingly competitive landscape. Organizations that can leverage RWD solutions to their maximum potential will have a richer understanding of the disease and treatment landscape to shape their clinical development, launch positioning and medical engagement programs. They will gain an advantage in overcoming barriers to market access and in having conversations with payors and health authorities. And, developments in AI and machine learning mean they can use technology to identify patients and predict progression, prognosis and therapy patterns to improve patient outcomes.

## A BETTER SOLUTION

Integrated Evidence from Acorn AI offers rich, comprehensive historical clinical trial data — not commercially available in other datasets — integrated with RWD. This solution provides:

### EXPERTISE

provided by industry leaders who can advise your team on a full suite of RWD solutions.

### RAPID-CYCLE ANALYTICS

for faster evidence generation, built on top of a leading RWD management platform.

### BETTER DATA

historical clinical trial data pre-integrated with RWD using industry standard models for comparative analysis.

For more information, go to [acornai.com](http://acornai.com)

Questions? Email us at [contact-us@acornai.com](mailto:contact-us@acornai.com)

## Offering data for\*:

### Oncology

- Breast Cancer
- Leukemia
- Melanoma
- Multiple Myeloma
- Myelodysplastic Syndrome
- Non-Hodgkin's Lymphoma
- Non-Small Cell Lung Cancer
- Prostate Cancer

### Non-oncology

- Alzheimer's Disease
- Atopic Dermatitis
- Hypertension
- Parkinson's Disease
- Psoriasis
- Rheumatoid arthritis
- Schizophrenia
- Stroke

\*additional indications coming soon

## Best-in-industry insights:

**30 Billion** transactions from over **60** Pre-integrated traditional and emerging RWD sources

**22K+** cross-sponsor, regulatory-grade, historical clinical trial data

**50+** RWD ingestion pipelines

**45+** pre-built (no code required) statistical methods.

## Integrated Evidence for R&D to Launch

### UNDERSTAND THE DISEASE AND TREATMENT LANDSCAPE FROM CLINICAL DEVELOPMENT TO LAUNCH

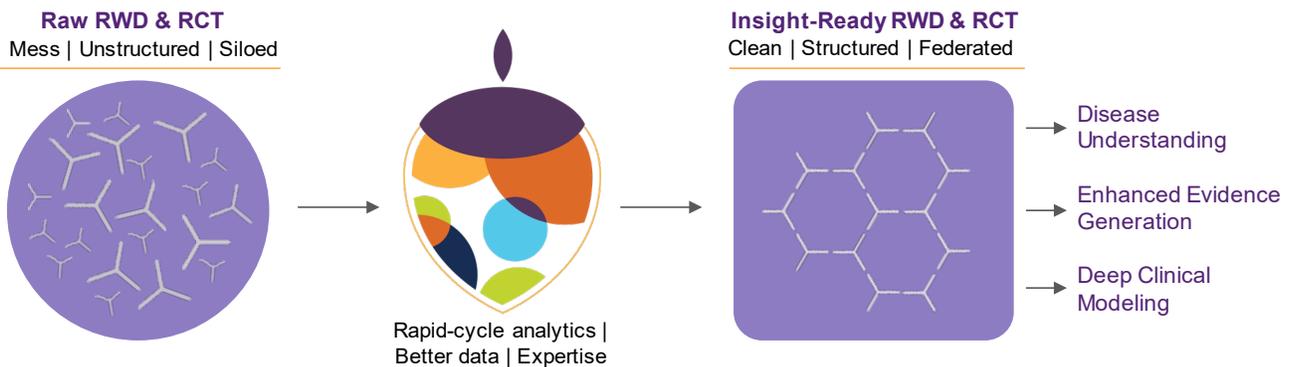
By combining disease-specific clinical trial data and real world evidence, your team will gain actionable insights to enable medical engagement, better treatment decision-making, and long-term therapy adoption. Integrated Evidence allows you to evaluate the natural history of disease, epidemiology, patient journeys, and treatment patterns using RWD, clinical trial data, or both, to understand the unmet medical needs.

### GENERATE EVIDENCE TO USE WITH PAYORS AND HEALTH AUTHORITIES

Although clinical trials remain the gold standard for evidence, it may still be challenging to demonstrate the value to providers, payors or health agencies, due to the gaps between the clinical trial and real world patient profiles, or even the design of the trial itself. Acorn AI lets you compare your therapy, at the patient level, against relevant studies from Medidata's 22,000+ historical clinical trials — replacing systematic reviews and meta-analysis. Explore surrogate endpoints that translate clinical trials to the real world, design of your value-based agreements, or illustrate the burden of illness.

### AI AND MACHINE LEARNING FOR DEEP CLINICAL MODELING

Real world patient journeys and therapy usage can be challenging to understand. Acorn AI offers analytics solutions using machine learning and AI for patient identification to identify under or mis-diagnosed populations, as well as predicting progression, prognosis, and treatment decisions. With a better understanding of the natural history of the disease, patient journeys and treatment patterns, Integrated Evidence enables your medical affairs teams to better message and inform clinical care guidelines to improve patient outcomes and drive appropriate therapy adoption.



## About AcornAI

Acorn AI, by Medidata, a Dassault Systèmes company, combines data, technology, and deep expertise to help life sciences companies deliver actionable insights across the entire continuum of clinical development. Acorn AI's advanced analytics answers the most important questions in R&D and commercialization including accelerating breakthrough innovation, optimizing study execution and commercial success, and demonstrating the value of therapies. Built upon the Medidata platform comprising 20,000+ trials and more than six million patients, Acorn AI products feature the industry's largest structured, standardized clinical trial data repository connected with real world, translational, and other datasets. For more information, please visit [www.medidata.com/acornai](http://www.medidata.com/acornai) | [contact-us@acornai.com](mailto:contact-us@acornai.com) +1 866 515 6044