

## KANTAR PRESENTATIONS

ISPOR EUROPE 2019, 2-6 NOVEMBER, COPENHAGEN, DENMARK



## LINKED DATA BREAKTHROUGH DELIVERS MAJOR ADVANCEMENT FOR PRO AND CLINICAL RESEARCH

PRESENTED AT THE ISPOR EUROPE 2019 EXHIBITORS HEOR THEATER

### WHEN

Tuesday, November 5, 14:30-15:00

### WHERE

ISPOR 2019 Exhibit Hall, Bella Center

### PRESENTERS

- Tom Haskell, Global Head of Data Analytics, Kantar
- Patricia Medina, Medical Intelligence Director, Kantar

### ABSTRACT

To address the needs of patients and their product portfolios, life sciences companies need highly-accurate and timely information from both the physician's and patient's perspective. Previously, acquiring this information often required companies to design and conduct large primary research studies that were often expensive and time-consuming. While claims and EHR data analysis by itself is relatively less expensive and quicker than primary research, the results focus on the physician's perspective and do not take into account outcomes from the patient's perspective.

To advance research related to linking disparate data sources, Kantar has developed a validated method to link Patient Reported Outcomes (PROs) data with clinical data at the patient level, providing an opportunity to examine the clinical view alongside the patient's unique perspective, thus delivering significant benefits in both insights and efficiencies.

In this presentation, we'll share our approach for linking PRO data with more traditional Real-World Data, including medical and prescription claims, Electronic Health Records (EHRs), and outside labs, and present specific case studies to support the research. Multiple case studies will be presented.

Finally, we'll focus on approaches that will allow patient-level linking of PROs and clinical data in Europe to occur. We will focus on the methodology and how to assure that the solution is GDPR compliant.

*This presentation is not an official educational offering of ISPOR Europe 2019 Copenhagen, and is not sponsored, endorsed or accredited by ISPOR.*

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## PODIUM PRESENTATION

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<b>BREAKOUT SESSION 4 MONDAY NOVEMBER 4</b>	17:00 - 18:00	<b>AD4</b>	Estimating the reliability of the Medication Adherence Reasons Scale (MAR-Scale) in asthma and chronic obstructive pulmonary disorder and identifying the reasons for non-adherence
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## RESEARCH POSTER PRESENTATIONS

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<b>SESSION 1 MONDAY NOVEMBER 4</b>	10:30 - 14:00	<b>PNS374</b>	Clinical burden and health-related quality of life in caregivers of cancer patients: Results from linking electronic health records to patient-reported outcomes
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<b>SESSION 2 MONDAY NOVEMBER 4</b>	15:30 - 19:00	<b>PCN31</b>	Treatment patterns and healthcare resource utilization (HCRU) in second-line (2L) advanced esophageal squamous cell carcinoma in Asian versus Western countries
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	15:30 - 19:00	<b>PCN329</b>	Treatment patterns in hepatocellular carcinoma (HCC) patients in Spain
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	15:30 - 19:00	<b>PCN495</b>	Real world studies in onco-hematology: Which parameter should be used to measure the efficacy of treatments?
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<b>SESSION 4 TUESDAY NOVEMBER 5</b>	15:45 - 19:00	<b>PMU130</b>	Representativeness of the National Health and Wellness Survey in Europe - Current epidemiology across multiple diseases
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	15:45 - 19:00	<b>PMH57</b>	Impact on quality of life and productivity for caregivers of adults with depression
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	15:45 - 19:00	<b>PMH60</b>	Assessment of the internal consistency and concurrent-validity of the Medication Adherence Reasons Scale (MAR-Scale) in an attention-deficit/hyperactivity disorder population-based sample
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<b>SESSION 5 WEDNESDAY NOVEMBER 6</b>	09:30 - 14:00	<b>PRO82</b>	Reimbursement and pricing of orphan drugs in Taiwan
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