

## KANTAR PRESENTATIONS

ISPOR 2019, MAY 18-22, 2019, NEW ORLEANS, LA, USA



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

PRESENTED AT THE ISPOR 2019 NEW ORLEANS EXHIBITORS HEOR THEATER

### WHEN

Tuesday, May 21, 2:30-3:00pm

### WHERE

HEOR Theatre, ISPOR 2019 Exhibit Hall (Hall H)

### PRESENTERS

- Lulu K. Lee, PhD, Vice President, Health Outcomes Research, Kantar
- Tom Haskell, Global Head of Data Analytics, 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 was relatively less expensive and quicker than primary research, these datasets 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 individual level, providing an opportunity to examine the clinical view alongside the patient's unique perspective and 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. In addition, we'll discuss the patient-level linking methodology that is highly accurate and validated, while ensuring compliance to HIPAA regulations for de-identified patient-level data is maintained.

Finally, we'll offer key learnings about healthcare consumers directly through engagement – linking together integral parts of these evidence sources for a more holistic view of patients living with a disease and applying these unique insights to get to the very heart of how patients and healthcare consumers experience and interact with the healthcare system.

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

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## ISPOR HEALTH PREFERENCE METHODS SPECIAL INTEREST GROUP'S FORUM

Lunch forum: Monday, May 20 from 12:30 – 1:45 PM, Room #397 (3rd floor)  
 Preparatory Qualitative Research for Preference Studies: Experiences in Oncology  
 Presenter: Kathleen Beusterien, Senior Research Scientist, Kantar

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## RESEARCH POSTER PRESENTATIONS

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### SESSION I MONDAY, MAY 20

10:30 AM - 2:00 PM	<b>PCN116</b>	Budget impact analysis of the introduction of Regorafenib in Brazilian supplementary healthcare system as a second-line treatment for patients with advanced hepatocellular carcinoma previously treated with Sorafenib
10:30 AM - 2:00 PM	<b>PCN117</b>	Budget impact analysis of Regorafenib in the treatment of third-line metastatic colorectal cancer in the perspective of the Brazilian supplementary healthcare system (SHS)
10:30 AM - 2:00 PM	<b>PCN147</b>	Epidemiologic burden of pulmonary metastasis in France
10:30 AM - 2:00 PM	<b>PCN167</b>	Treatment patterns and healthcare resource utilization (HRCU) in advanced squamous esophageal carcinoma cancer in North America, Europe and Asia
10:30 AM - 2:00 PM	<b>PCN218</b>	Physician attitudes and treatment patterns in advanced hepatocellular carcinoma (HCC) in Canada and Europe
10:30 AM - 2:00 PM	<b>PCN272</b>	Humanistic burden of breast, prostate and colorectal cancer in Japan and China: A population based NHWS survey

### SESSION II MONDAY, MAY 20

3:30 PM - 7:00 PM	<b>PDB94</b>	Factors influencing preferences for glucagon delivery devices among patients with diabetes, caregivers and acquaintances
3:30 PM - 7:00 PM	<b>PDB105</b>	Hemoglobin A1C (HBA1C) testing frequency and health-related quality of life (HRQOL) in patients with Type 2 diabetes: An electronic records linked with patient-reported outcomes study
3:30 PM - 7:00 PM	<b>PMH57</b>	Assessment of humanistic burden, a patient-reported outcomes study of mental disorders in Japan and China

### SESSION IV TUESDAY, MAY 21

3:30 PM - 7:00 PM	<b>PRS55</b>	Prevalence and profile of asthma patients tested for eosinophil levels
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### SESSION V WEDNESDAY, MAY 22

9:30 AM - 2:00 PM	<b>PSY25</b>	Clinical characteristics and health-related quality of life in patients with gout and hypertension: An electronic records linked with patient-reported outcomes study
9:30 AM - 2:00 PM	<b>PNS236</b>	Rapid weight gain and health-related quality of life: Results from linking electronic health records to patient-reported outcomes

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