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## **RWE Case Studies with OMOP CDM in pharmaceutical product lifecycle**

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### **Abstract**

*With global healthcare systems shifting from volume to value, Real world evidence (RWE) is becoming a foundational capability for pharmaceutical industry to revitalize the clinical development to deliver truly patient-centric, differentiated products while demonstrating the value of these products to all the stakeholders throughout their lifecycle.*

*Leading pharma manufacturers are taking an enterprise approach in RWE that focuses on improving the scalability, transparency, reproducibility of real-world evidence and insights for decision making and multi-stakeholder value messages.*

*The standardization process supported by OHDSI common data model improved data quality, increased analytics efficiency, and facilitated cross-database comparisons to support a more systematic approach. We will walk through multiple real life use cases covering clinical trial design, dosing strategy, clinical and economical effectiveness areas to illustrate OHDSI approach's benefits and associated business impact.*