

REAL WORLD



Real World Research delivers in-depth clinical understanding of multiple therapy areas by capturing data from not just the treating physician but also the patient themselves. The valuable data collected can be analysed and interpreted to understand health outcomes, burden of illness and communication challenges that may exist between stakeholders.

Types of Real World Studies

- Retrospective chart audits
- Prospective chart audits
- Prospective chart audits with matched patient self-completion
- Patient diary studies
- Physician diary studies
- Longitudinal patient registry studies

M3's Infrastructure: Key to Successful Delivery

Best-in-class project management team supported by:

- Global panel team
- Sampling team
- Call centres in London, Sweden, and the US
- ISO certified global panels
- Programming team

M3's Real World Studies Project Management

- Best-in-class project management; dedicated PMs who can manage demands of 12-16 week projects
- Experienced project managers exclusively responsible for Real World studies
- Project management team supported by local market sampling teams in China, Japan, Korea, London, Sweden, and the United States

Therapy Area Scope

Real World Studies conducted in the following therapy areas in 2018

- Gastric Cancer
- Multiple Sclerosis
- Diabetes
- Atopic Dermatitis
- Idiopathic Pulmonary Fibrosis
- Renal Cell Carcinoma
- Haemophilia A
- Haemophilia B
- Hepatocellular Carcinoma
- Liver Cancer
- NMIBC Bladder Cancer

M3 GLOBAL RESEARCH DATA SHEET

REAL WORLD



Geographic Scope

Real World Studies conducted in the following markets in 2018



United Kingdom



France



Germany



Italy



Spain



United States



Japan



China



Denmark



Norway



Poland



Romania

Panel Team

The M3 Panel Team has a huge impact on the success of Real World studies

- Design and use of custom invitations dedicated to our Real World offering
- Working closely with our recruitment team to identify and recruit the correct respondents in a timely fashion
- Where appropriate, deliver aggregated data back to the respondents to ensure that they are further engaged with the study
- Working with respondents to ensure that dropout is minimal and ensure that they stay the course for the full 12-16 weeks

Compliance

- ISO certification / accreditation key to confidently be able to publish data for posters / papers
- Real World evidence demands data of the highest quality - our ISO Certification provides this
- Full GDPR compliance protects all data, including patient data
- M3 has senior staff serving as members of BHBIA, EphMRA, and Intellus WW, ensuring full compliance with relevant codes of conduct

Why M3 Global Research?

- Unparalleled global panels and global reach
- Real World evidence demands data of the highest quality and our ISO Certification provides this – especially important in publication of data
- Panel team supported by extensive and experienced panel management team
- Best-in-class, dedicated project management team
- Experienced programming team
- Strong infrastructure to support projects when in field – not reliant solely on online