CASE STUDY

Establishing real-world burden of a neurological condition in older adults

The challenge

When a condition is treated variably across countries, and disease burden is poorly characterised, global pricing and reimbursement negotiations can be complicated by uncertainty. Our client sought real-world evidence to better demonstrate the role and impact of treatment practices.

Our approach

- Worked collaboratively with the client to identify evidence gaps, develop clear and research questions and ensure cross-functional alignment on the study's objectives.
- Established close partnerships with an international steering committee of European experts to guide robust study design and execution, and with a leading patient group to develop and disseminate the survey.
- Collaborated with additional patient groups across Europe to drive survey participation from 862 patients and 256 caregivers.

How we made a difference

- We generated a pragmatic, user-friendly dataset that enabled deeper strategic insights for the client and study partners, and facilitated a peer-reviewed publication.

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