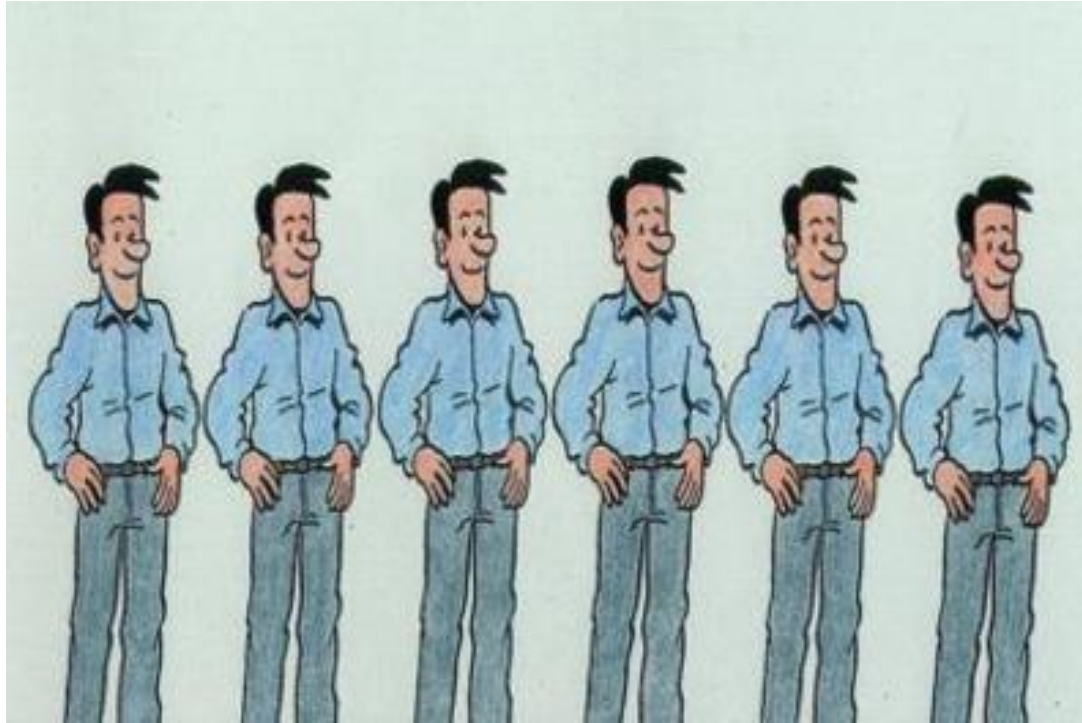


The patient value of real-world evidence

Bettina Ryll MD/PhD

Melanoma Patient Network Europe, founder
member of the first EU Cancer Mission Board

...when you are a patient, real world is REAL.



avoiding randomisation to standard of care

because no one joins a clinical trial for SOC

addressing the limited external validity of RCTs

if there is a difference between an experimental outcome and the real world outcome, is it the fault of the real world?

addressing relevant clinical, not just drug development questions

line of treatment, sequencing of therapies, dose de-escalation, personalisation of therapies, usage and clinical practice, learning from outliers

Thank you

bettina.ryll@mpneurope.org