

MEDNAVIGATE

Evidence Architect: RWD

Strategic RWD Advisory for Medical Affairs and Value & Access Leaders in Pharma & Biotech

THE CHALLENGE

A data license is not a strategy. Turning RWD into credible, decision-ready insight requires alignment across Medical Affairs, Value & Access, and Commercial on what the data should prove, who needs to be convinced, and what counts as success. Without that foundation, programs stall and ROI disappears.

FIVE-PHASE ADVISORY MODEL

0 PHASE 0

Discovery & Strategic Landscape

Stakeholder interviews, existing study audit, published RWE landscape scan.

1 PHASE 1

Study Intent & Strategic Framing

Define the business question each study must answer. Map audiences, output flow, and uptake metrics. Output: Study Intent Brief per study.

2 PHASE 2

Protocol Development Support

Two protocol review cycles with written advisory on design, endpoints, and communication risk. Live coaching with your team and analytics vendor.

3 PHASE 3

Results Interpretation

Findings contextualized against trial benchmarks, published RWE, and the competitive landscape. Payer and KOL stress-test with disclosure guidance.

4 PHASE 4

External Communication Strategy

Dissemination strategy by audience, key message development, congress and publication advisory, and an RWD Investment ROI Summary for leadership.

Six Deliverables. One Integrated Program.

- ✓ Discovery Readout – Evidence gaps, synchronized data grid, prioritized opportunities map
- ✓ Study Intent Brief – Business rationale, audiences, metrics, and success criteria per study
- ✓ Protocol Advisory Memos – Two review cycles with written feedback and risk flagging
- ✓ Findings Narrative – Contextualized results with competitive benchmarking and audience framing
- ✓ Dissemination Strategy + Key Messages – Channel, format and message guidance by stakeholder RWD
- ✓ Investment ROI Summary – Leadership document mapping study outputs to business value

ENGAGEMENT MODEL

- Phased Retainer with deliverables and approval gates between phases
- Phases contracted sequentially to support internal budget
- Co-delivered with advisory colleagues; roles defined by Phase 0
- We advise and coach – your team and vendors execute the analytics

BUILT FOR

- Medical Affairs leaders accountable for RWD program impact
- Value & Access teams building payer and formulary evidence
- Pharma and biotech organizations with licensed RWD assets seeking to demonstrate ROI



Evidence in Action — What You Walk Away With

Deliverable Detail by Phase

PHASE 0

Discovery Readout Memo

- ✓ Goals and success definitions across Commercial, Medical Affairs, and Value & Access
- ✓ Inventory of existing RWD studies: designs, endpoints, outputs, white space Data asset capability assessment relative to study objectives
- ✓ Published and congress RWE landscape scan for competitive benchmarking
- ✓ Prioritized study opportunity map with fit assessment

PHASE 1

Study Intent Brief (per study)

- ✓ Corebusiness question, target audiences, and output flow by stakeholder
- ✓ Primary uptake metrics: line of therapy, patient share, HCP prescribing patterns
- ✓ Study success criteria, data constraints, and vendor role definition

PHASE 2

Protocol Advisory Memos (Two Cycles)

- ✓ Written advisory on cohort structure, index date logic, endpoint selection
- ✓ Dual-purpose endpoint review: scientific rigor and communication utility
- ✓ Off-label inference, data sparsity, and external communication risk flagging Live coaching calls with internal team and analytics vendor

PHASE 3

Findings Narrative

- ✓ Results contextualized against trial benchmarks, labeled indications, and published RWE
- ✓ Competitive landscape perspective and differentiation framing
- ✓ Payer, KOL, and media stress-test with recommended disclosure language
- ✓ Follow-on study recommendations for sustained RWD program value

PHASE 4

Dissemination Strategy + Key Messages + ROI Summary

- ✓ Channelandformat recommendationsby audience:field tools, congress, payer briefs, publication
- ✓ Audience-tailored key messages: Medical Affairs, Value & Access, KOL, and payer
- ✓ Congress abstract and peer-review publication venue strategy
- ✓ Internal RWD Investment ROI Summary for leadership reporting



Dr. Nancy Hedlund,
PhD, MBA
Founder & Principal,
MedNavigate LLC

Nancy brings 30 years of experience across pharma, biotech, diagnostics, and health systems. She founded MedNavigate to bridge clinical evidence and strategy, turning real-world data into market access results. Her expertise spans evidence strategy, HEOR, payer engagement, and Medical Affairs, with a focus on oncology and specialty pharma.

30+

Yrs Industry Experience

MA

Market Access & HEOR

RWE

End-to-End Strategy

WHAT THIS DELIVERS FOR YOUR ORGANIZATION

- License ROI documented – Study outputs mapped to business value, ready for leadership review
- Cross-functional alignment – Medical Affairs, COmmercial, and Value & Access unified on stufy obectives
- Evidence that reaches audiences – Finding in formats, payers, KOLs, and field teams can act on
- Risk mitigated before exposure – Findings stress-tested against payer and KOL challenges before going external

Ready to put your real-world data to work?

Start with a discovery conversation.

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ILLUSTRATIVE PROJECT TIMELINE



Timeline is illustrative. Actual duration depends on study count, analytic vendor pace, and client review cycles.

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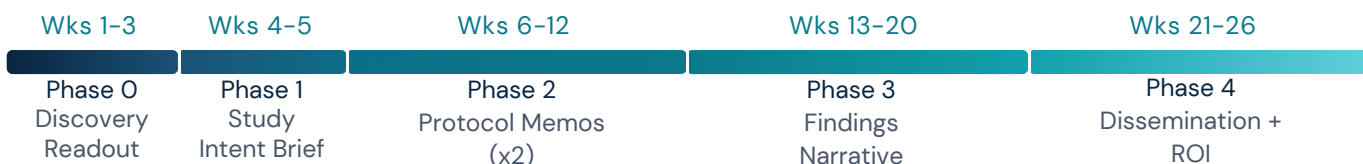
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