

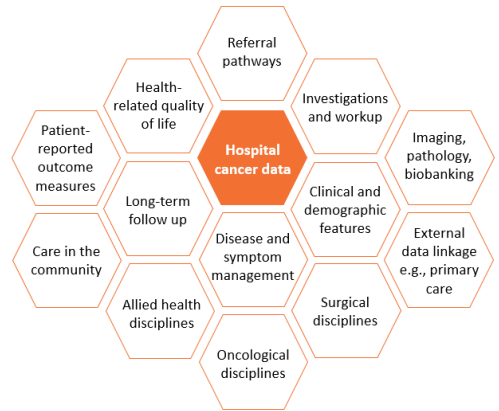


# Real-World Data: How can we make a Real-World Difference?

## A collaborative approach to cancer data

Real-world data (RWD) refers to data collected outside the context of clinical trials, which includes the majority of cancer data collected at our collaborating cancer centres. This is an **invaluable resource**, comprising data from across the patient pathway.

The data provides the basis for answering important clinical questions to address unmet needs within cancer. This is why we are investing in its **continued curation and maintenance, as well as the skills required to translate the data into real-world impact.**



## The snowball effect: delivering long-term, meaningful impact

Taken together, the **cancer data** at our collaborating cancer centres, the **infrastructure** around it, and the **skilled teams** within TOUR and CCSP, act as a platform from which new and innovative opportunities to deliver impact within cancer can be developed.

