



CASE STUDY

Assessing the Potential of Real-World Evidence (RWE) Solutions in the Healthcare Industry





OBJECTIVE AND SCOPE

The client, a leading PE firm, wanted to conduct commercial due diligence (CDD) for one of its portfolio companies, a Real-World Evidence (RWE) firm, operating in the healthcare domain. It sought Benori's support to:

- Assess the total addressable market of RWE solutions and growth drivers, including regulatory new incentives
- Identify reasons behind outsourcing RWE activities and the primary purchasers of RWE solutions
- Assess competitive landscape and recent mergers and acquisitions (M&As) within the industry





APPROACH



Benori conducted comprehensive secondary research to gather, validate, and cross-verify information necessary for estimating the market size of the RWE industry across various categories. We identified and analyzed key growth drivers, barriers, recent trends, and regulatory updates. Additionally, multiple expert interviews were conducted to validate the total addressable market size and help assess future industry prospects.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

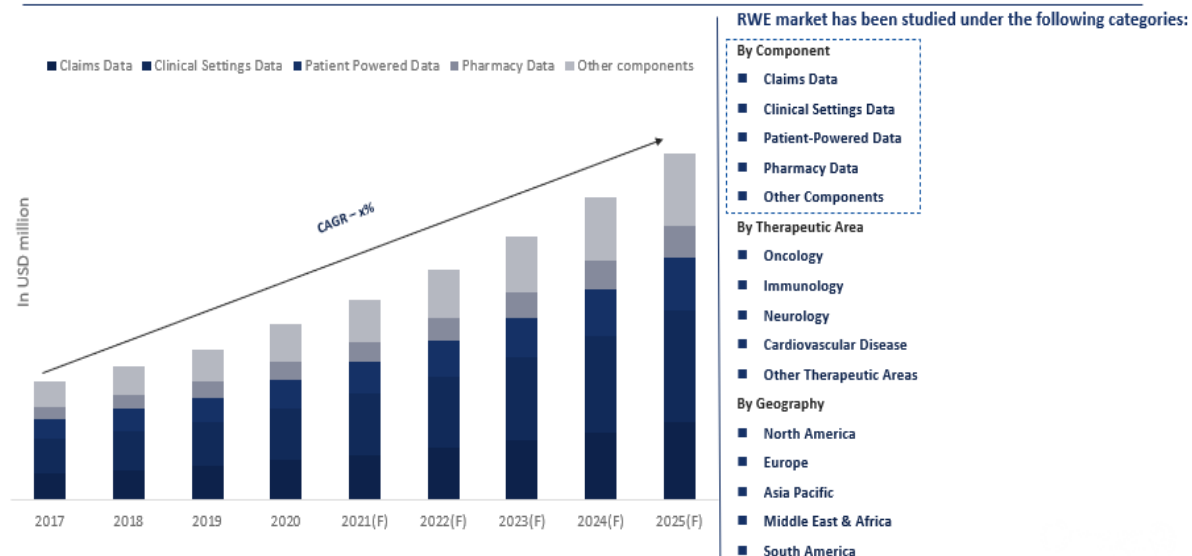
The research helped the client in:

- Understanding the RWE industry and its addressable market
- Identifying key growth drivers and inhibitors within the industry, along with an understanding of regulatory changes affecting deals
- Understanding the competitive landscape and the industry's response to the impact of COVID-19

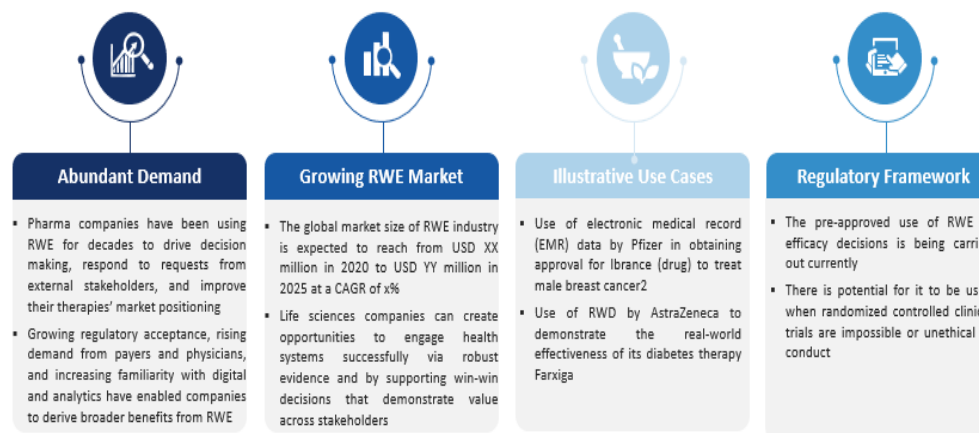


SAMPLE OUTPUT

Market Size of RWE Industry



Key Takeaways from RWE Market Assessment



- Looking beyond oncology, companies should explore novel approaches to curate or access research-grade RWD. This may require partnering with technology companies, health care organizations, and other stakeholders to access, collect, and build research-grade real world data sets
- The growing impetus to provide complete evidence services throughout the product lifecycle is expected to offer potential opportunities for RWE vendors to increase investments in the complete drug development cycle

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