

PwC Plus Article

By PwC Strategy& | 02. März 2015

Revitalizing pharmaceutical R&D: The value of real world evidence

Pharmaceutical companies face a major challenge that threatens reimbursement and value capture: The potential disruption from real world evidence (RWE) as a factor in evaluating new drugs.

Schlagwörter

Branchenwissen Pharma, Entwicklungskosten

Themen

Healthcare & Pharma

Content Type(s)

Study & Survey

Verfasser

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