

Our Adelphi Real World

Experts in the generation of real-world data and shaping of real-world evidence

An Introduction



Adelphi

ADELPHI REAL WORLD



Leadership in
Real World Evidence

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Our Adelphi Real World

A foreword from the president of Adelphi Real World



Maria Karavali

President of Adelphi Real World, Value and Outcomes
General Manager, Adelphi Group

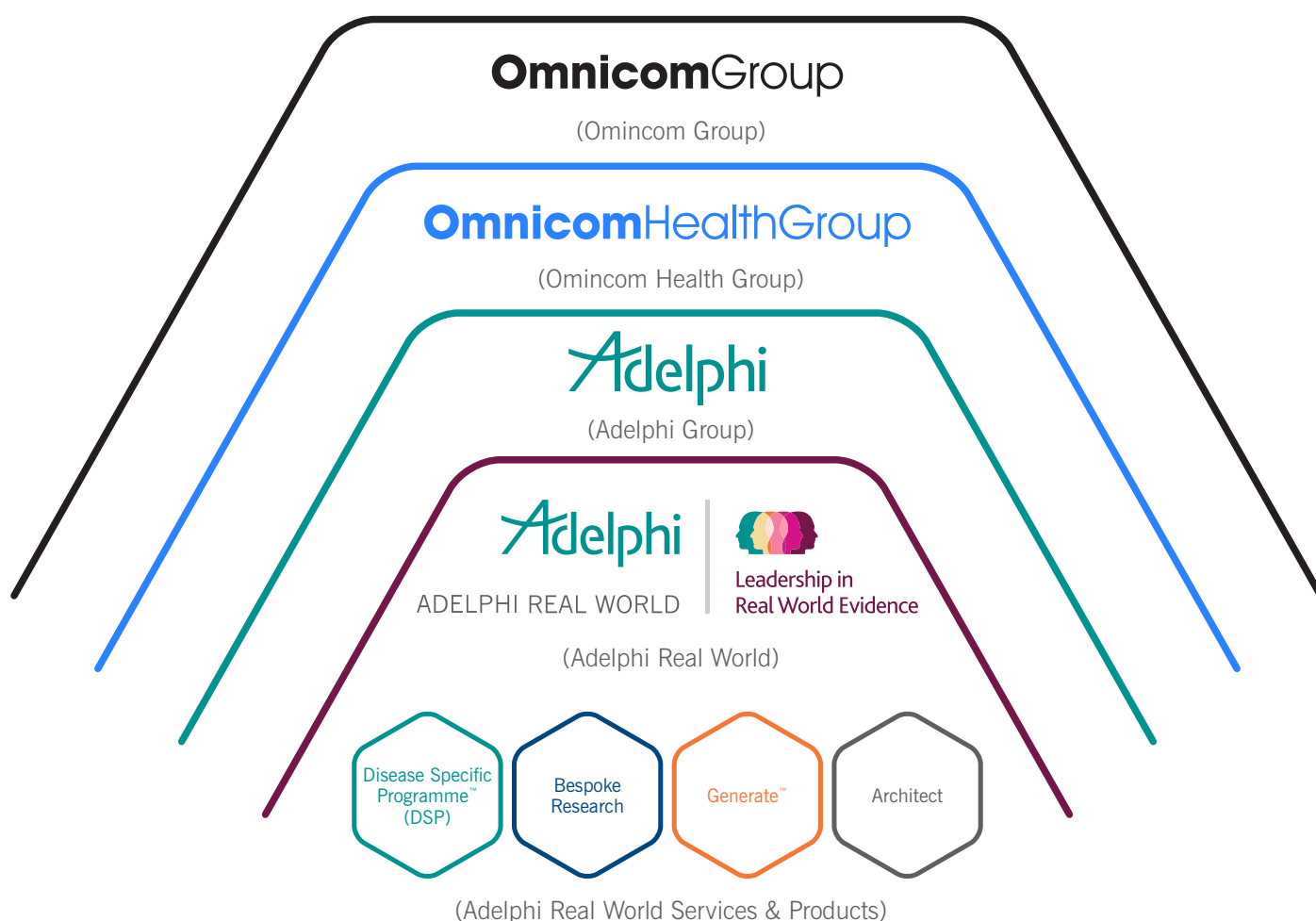
Creating, nurturing and developing Adelphi Real World has been an extra-ordinary journey which started ~ 25 years ago. From an inspiration and drive to perfect clinical practice knowledge and understanding to help inform decisions that shape drug development; influence optimised usage among various patient groups; establish standards of care provision across the globe; measure impact of conditions on health resources; and positively contribute to improve well-being.

Building objective, high quality, measurable Real World Evidence is essential in today's pharma environment where data can be available in a prolific and anachronistic manner from multiple sources. We are very proud to lead the way in generating top class unique, reliable data that we convert into evidence to help inform decisions supporting the development and building of pharmaceutical brands that positively alter the reality of diseases.

Our diverse and multiskilled team believe and share our Passion and Ethics to make a difference in the World of Knowledge.

Our People are our Wealth.

Our World



Omnicom Group

Omnicom is an inter-connected global network of leading marketing communications companies. Our portfolio provides the best talent, creativity, technology and innovation to some of the world's most iconic and successful brands. We offer a diverse, comprehensive range of marketing solutions spanning brand advertising, customer relationship management (CRM), media planning and buying services, public relations and numerous specialty communications services to drive bottom-line results for our clients.

Omnicom Health Group

Omnicom Health Group is the largest healthcare marketing and communications group in the world. With more than 3,200 talented specialists dedicated exclusively to health, we have the expertise, insight, creativity, and scale to engage customers across the entire healthcare ecosystem. And create meaningful change through better, more innovative communications.

Adelphi Group

Adelphi is unique in the world of pharmaceutical consultancy and service provision. Adelphi's offering spans the lifecycle of pharmaceutical development, with comprehensive services in Strategic Product Development Consultancy, Health Economics and Outcomes Research, Real World Disease Understanding, Market Research, Medical Communications and Post-meeting Brand Support Services. Adelphi has a global network of offices across the US, Europe and Asia and over 700 staff worldwide.

Adelphi Real World

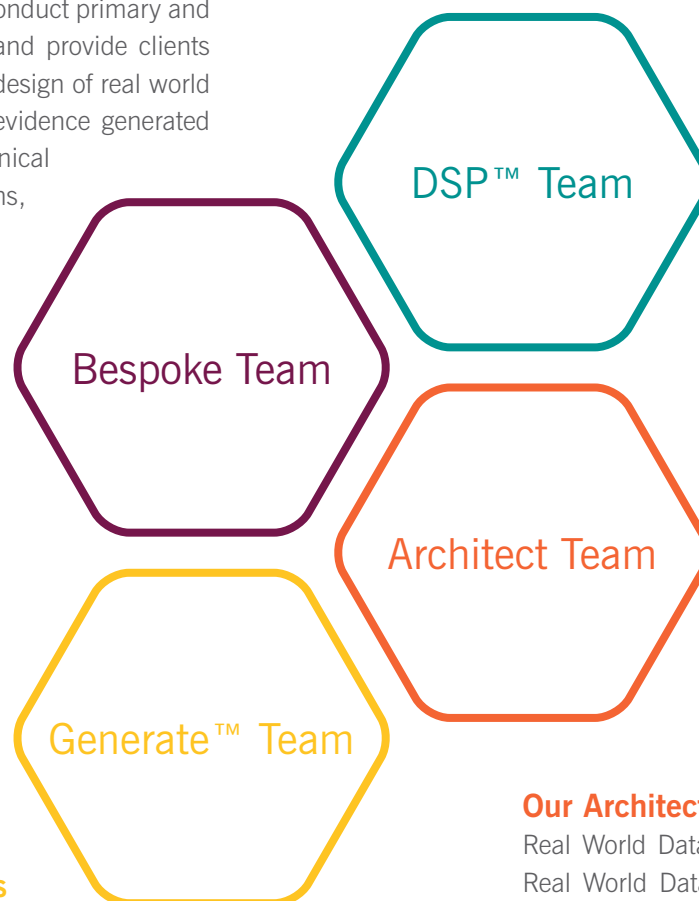
Our real-world evidence is generated through the study of data captured in a real-world clinical practice environment, namely outside a conventional clinical trial setting. Through our expert analysis we transform the real-world data gathered in our observational studies into evidence; this can then be used to generate insights and drive understanding for our clients.

Our World

Our diverse and collaborative teams work across both primary and secondary areas of data collection and utilisation to create tangible and impactful outputs for our clients.

The Bespoke team conduct primary and secondary data studies and provide clients with consultancy on the design of real world studies. The real world evidence generated is used to inform clinical development decisions, strategic marketing and assist in demonstrating product value for our clients.

DSPs are real-world studies that reflect current clinical practice, regardless of what guidelines or recommendations are advocated. Programmes are point in time, multi-subscriber and address strategic marketing, business intelligence, health outcomes and communications issues for our clients.



Generate is ARW's specialist secondary data team. The team accesses and analyses patient-level secondary healthcare data from around the world. This 'Bigdata' can contain millions of patient records in the database and so can provide a very good real-world overview to meet the evidence needs of our clients.

Our Architect Team works with Global Real World Data and Ongoing Audit's of Real World Data. Evidence planning and consultancy and Data access strategy.

Our Mission

Generating Real World Evidence & Insights for Informed Decisions that improve Healthcare interventions

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We were among the first companies to identify and embrace the importance of real-world insight and evidence, reflected in our expertise built up over more than 25 years.

Our Culture

We are a values led organisation with an **inclusive and diverse workforce** that recognises and celebrates each others passions and skills. We are innovative, collaborative, driven, nurturing and striving individuals that strongly believe in our Values. We live through our Values and we are Proud to be part of a **dynamic group** that make up our People.

We encourage personal development at Adelphi Real World, our Internal progression scheme is based on merit judged on competencies as well as how individuals embrace our **values**.

We are a company that supports both local and national charities. As a company we love to get involved in all sorts of **fundraising** events and activities and we are proud to have made donations to multiple causes including our local food banks and hospice, as well as raising as much as we can for Children in Need and Red Nose Day.

Working in the pharmaceutical sector we are well aware of the health benefits to being **active**, and all employees have access to our on-site gym within the Adelphi Mill. The gym has a fully equipped weights room and there are a range of classes available such as yoga, Pilates and spin class.

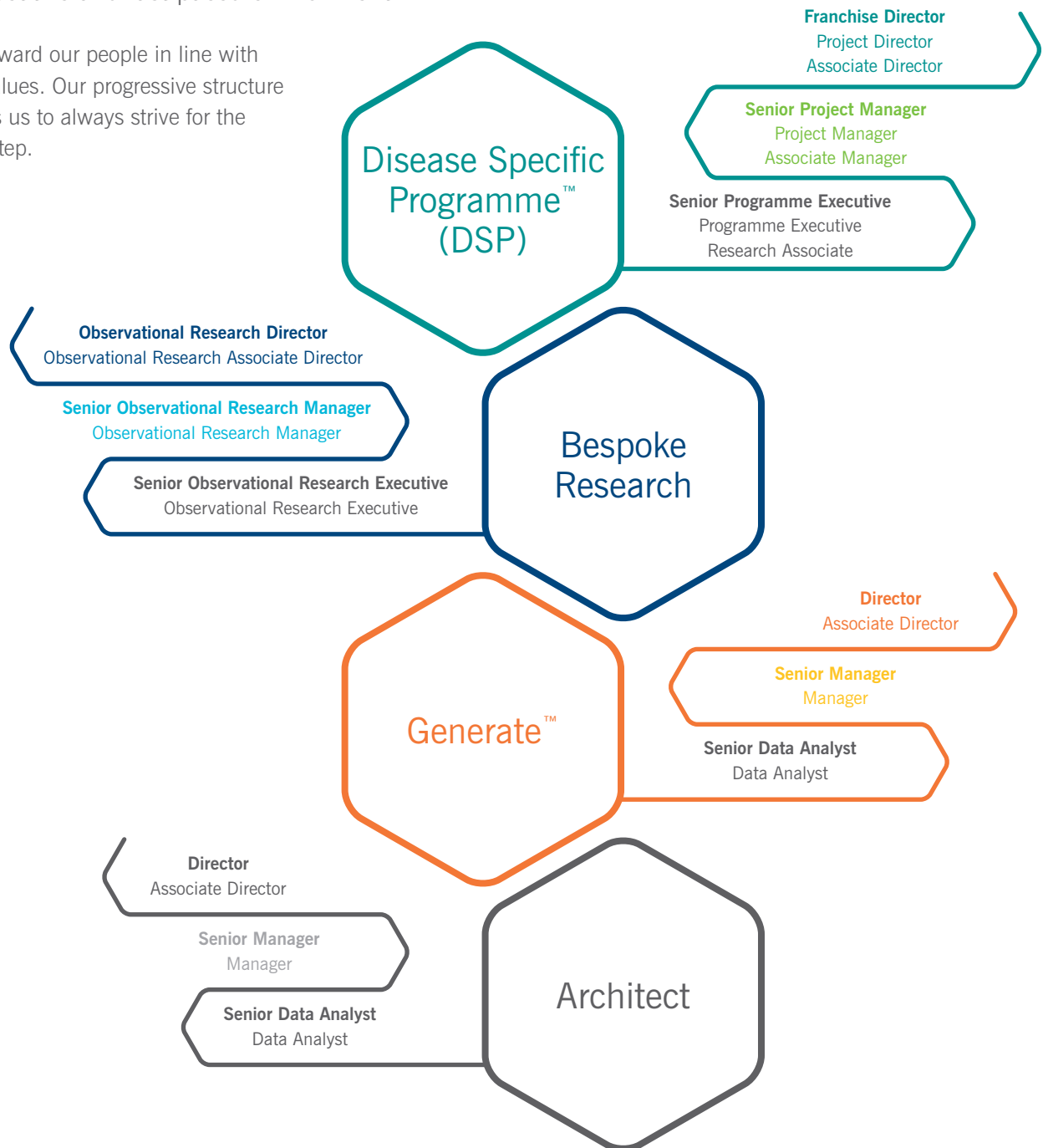
We have a Social Butterflies team, which is a group of volunteers committed to organising **social** activities both inside and outside of the workplace. This has most recently involved a variety of activities such as a “sports day”, summer socials and regular quiz sessions.



Our People

We are committed to helping our people **learn, develop** and **perform** in an increasingly competitive and fast-paced environment.

We reward our people in line with our values. Our progressive structure allows us to always strive for the next step.



Departments supporting the business



Our People

A day in the life of a
Research Associate at Adelphi Real World

Name *Emily*

Time at ARW *9 months*

Area *Disease Specific Programmes*



09:00

Write out to-do list, check meetings scheduled for the day and catch-up on emails. Check fieldwork progression for Prostate Cancer DSP. Catch-up call with team.

10:30

Write up meeting minutes from Early Breast Cancer meeting day before. Run analysis for Advanced Breast Cancer due at the end of the week. Half hour meeting with client.

12:00

Lunch time! Prepare for afternoon meetings. Continue with analysis. Hour long client call.

14:15

Begin work on a fieldwork report. Continue with analysis and update manager on progress. Reply to emails from fieldwork agencies.

15:00

Catch-up call with project team to discuss upcoming manuscript. Finalise analysis and send to manager for review.

My role in brief...

Supporting the wider DSP team by running analysis, managing fieldwork agencies, supporting generation of publications and any other ad hoc work required by the team.

Our People

A day in the life of a
Project Manager at Adelphi Real World



Name *Nicola*

Time at ARW *3 years*

Area *Disease Specific Programmes*

09:00

Team catch-up to assign tasks and discuss any requests that have come through overnight. Respond to emails and plan my own workload. Assess workload capacity of team if they are assigned to multiple projects.

10:30

Review analyses carried out by fellow team members and provide critical feedback. Develop publications such as abstracts or posters.

12:00

Continue with mornings tasks and address any new requests that may have arrived. Take some time for lunch such as going to the gym or out for a walk.

14:15

Client calls for US based clients to relay project progress and formulate next steps for client deliverables. Protocol or statistical analysis plan development.

15:00

Liaise with medical writers about ongoing manuscripts. Answer any questions from project team members. Catch-up with line reports. Continue with above tasks.

My role in brief...

To oversee all aspect of projects from fieldwork to analysis, ensuring we meet client objectives and needs. Primary contact for existing clients. Manage a team and be responsible for their personal development.

Our People

A day in the life of a
Director at Adelphi Real World



Name *James*

Time at ARW *18 years*

Area *Disease Specific Programmes*

09:00

Review study protocol, pass on comments to project manager to implement. Catch-up with team or line reports.

10:30

Call with a potential client to discuss DSP capabilities and utility of the data to health outcomes and marketing.

12:00

Review abstract for disease specific conference. Catch up with emails that have built up in the morning.

14:15

Presentation of DSP data to existing clients.

15:00

Review manuscript and feedback comments to medical writer. Review pipeline of target pharmaceutical companies.

17:00

Call with a US West coast client to discuss fieldwork design on new wave of DSP.

My role in brief...

To oversee and develop colleagues within each franchise, helping to provide guidance and direction and ensure we're all a happy, cohesive group. To help drive new and repeat business, with a focus on DSPs but also across the wider Adelphi group where appropriate.

Our People

A day in the life of an Observational Research Executive at Adelphi Real World



09:00

Manager correspondence with external – typically this is translators, programmers, fieldwork partners and light client interaction. Survey/electronic case record form design.

10:30

Database checking. Complete ethics and compliance activities.

12:00

Data quality control including conducting checks on live and finalised datasets. Data manipulation for reports/publications. Desk research for protocols, proposals and publications.

14:15

Publication/ report creation such as drafting abstracts, designing posters, creating slide presentations, technical report writing, designing dashboards and manuscript drafting.

15:00

Protocol writing – assisting project manager with desk research and writing first draft of protocol. Internal or external meeting where I would take minutes.

Name Kieran
Time at ARW 11 months
Area Bespoke Team

My role in brief...

A research executive primarily assists the senior research team on all aspects of their projects and is involved in all aspects of the day to day roles. A research executive can expect to be assigned to 4-7 projects and will work on a selection of these daily.

Our People

A day in the life of an
Associate Manager at Adelphi Real World



Name *Ivana*

Time at ARW *2 years*

Area *Bespoke Team*

09:00

Implement manuscript updates requested by client and principle investigator.

10:30

Email patient recruitment agency to check in regarding patient numbers. Draft abstract/poster for conference.

12:00

Weekly team meeting for diabetes study. Lunch break.

14:15

Review Multiple Myeloma study case report form drafted by research executive.

15:00

Quality check Ulcerative Colitis study database.
Catch-up call with multiple Myeloma Medical Science Liaison.

My role in brief...

Responsible for smooth-running of real-world non-interventional and market research healthcare studies, on time and on budget. I work on a variety of disease areas and pharmaceutical clients.

Our People

A day in the life of an Observational Research Director at Adelphi Real World



Name Jenna

Time at ARW 7 years

Area Bespoke Team

09:00

Emails! Plan the rest of the day. Proposal request from client with different ideas for questions. Catch-up with other directors about workload, recruitment and potential candidates.

10:30

Team meeting about new project in hairy cell leukaemia. New methodologies discussed so do some background reading.

12:00

Speak to external contractors and send out a formal request for proposal. Check-in with manager. Review/approve compliance procedures for a new study. Client call for ongoing project.

14:15

Review a diabetes proposal request and think about the logistical challenges this may incur. Draft a proposal document.

15:00

Weekly meeting to discuss live proposals with Bespoke directors. Weekly client meeting in major depressive disorder. Call with a manager to brief on diabetes proposal. Review data collection materials and send to client. Chase a couple of outstanding proposals. Review a master services agreement for a new project.

My role in brief...

Extremely varied! I have specific projects I look after but main responsibilities involve oversight of the Bespoke team, ensuring that we keep building the offering and are on track to meet financial targets.

Our People

A day in the life of a
Senior Statistical Analyst
at Adelphi Real World



Name *Olivia*

Time at ARW *2 1/2 years*

Area *Statistics & Data Analytics Team
- Generate*

09:00

Check emails and respond to any queries/requests from teams or clients.

10:30

Review data dictionaries and codes list for secondary data.

12:00

Write code to clean data and create variables.

14:15

Format analysis. Aid understanding of analysis outputs with project teams.

15:00

Review abstracts/manuscripts by checking results and methods sections are correct and reflect the analysis I have carried out.

My role in brief...

To clean and analyse data from secondary data sources.

Our People

A day in the life of a
Publications & Editorial Coordinator
 at Adelphi Real World

Name *Anna*

Time at ARW *2 months*

Area *Publications*



09:00

Catch-up on emails, check weekly calendar for meetings and approaching deadlines. Video call with team to check workload and progress of assignments. Draw to-do lists for the day.

11.00

Review abstract prepared by ARW Franchise team for international conference, according to formal and content requirements.

12:30

Lunch break (with run in the park). Check incoming emails and team messages. Schedule afternoon work.

14.00

Review poster for forthcoming meeting. Reply to incoming emails. Work on long-term design projects and training.

17.00

Catch-up with team manager. Complete outstanding assignments.

My role in brief...

Supporting ARW Franchise teams with the review and submission of abstracts, posters and presentations to journals and conferences, ensuring that guidelines are met; liaising with Franchise teams, writers and clients.

Contact Us

UK Office

Adelphi Mill, Grimshaw Lane, Bollington, Cheshire SK10 5JB

Website

www.adelphirealworld.com

Career Opportunities

Please select the link below to see all available positions at Adelphi Real World:

<https://www.adelphigroup.com/current-vacancies>



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