An Optimal blend of Clinical and patient-reported data

For a Global Nutraceutical Brand
Project Overview

Need to generate real-world data to communicate benefits to HCPs and Patients as end consumers.

About The Client

A Global Nutraceutical Brand

Case Survey

To assess the impact of nutraceutical products and evaluate patient-centric outcome measures

Our Solution

1. **Defined the study variables:** the duration and frequency of use, the dosage, and any concurrent medications or medical conditions
2. **Determined the study population:** Determined by reviewing medical records or pharmacy databases.
3. **Identified the outcome measures:** Outcome measures included any positive or negative effects of product use, such as changes in laboratory values, the incidence of adverse events, or changes in PROMs (Patient-reported outcome questionnaires such as the quality of life scales for improvement in overall health and well-being and Immune Function Questionnaire)
4. **Collate and Analyse data:** Data were collected by reviewing medical records or pharmacy databases. Statistical analysis methods like Propensity score matching and other appropriate tests were used to determine the association between product use and the outcome measures.
5. **Addressed potential confounding variables:** Confounding variables, such as age, drug use, and concurrent medical conditions, which can influence the association between product use and outcomes were addressed in the study design and statistical analysis.
6. **Results Interpretation:** The results of the study were interpreted in the context of the study design and limitations, such as potential biases or confounding variables.

Business Benefits Delivered

1. **Conclude:** Based on the study results, conclusions were drawn about the effects and safety of nutraceutical use in adults and communicated to healthcare professionals through weekly newsletters and presentations.
2. **Value Communication:** Insights and Benefits were communicated to patients through the available online and offline forums.