NHS
Innovation Service

Evidence stage

Real world evidence guide

Real world evidence

Real world data (RWD) is used to generate real world evidence (RWE). Clinical trials demonstrate how well a treatment or intervention works under specific controlled conditions, but these studies often do not take into account the variability of the real-world application, or capture the diverse demographics of the target patient population.

RWD is collected through real life situations and can be used to generate RWE to support the uptake of the innovation. RWD may include clinical, economic and patient reported outcomes. These types of outcomes data can be derived from several sources including retrospective studies, observational studies, patient registries and anonymised electronic health records. The RWE navigator decision support tool can help you understand if and how RWE can support your innovation.