

# Real World Data Events

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Spring Event: 9-10 April 2025

Prospectus

# PHUSE Real World Data Events

The Real World Evidence Working Group aims to support, address and answer pertinent questions around real world evidence. The Working Group is dedicated to sharing across the PHUSE Community and aligning on the best industry practices. Some of the questions we intend to address are:

- What are the requirements, technologies and processes needed to use real world evidence as a source for data analysis?
- What are the requirements, technologies and processes needed to incorporate real world evidence into clinical trials?
- What are the requirements, technologies and best practices needed to support the use of real world evidence as part of regulatory submissions?

New for 2025, PHUSE are pleased to bring you a Real World Data virtual event. Open to all and free to attend this event will provide an unrestricted space, where questions can be asked and challenges addressed. Individuals passionate about the area can come together to share vital knowledge, develop new ideas and spark innovation through presentations, panel discussions and Q&A sessions, alongside experts in the data-sharing field.

## Real World Evidence Projects

- Estimands for RWD/RWE
- Missing Data Imputation in RWD Exploration of Multiple Techniques on Open-Source Data
- Quality and Reusability of Real World Data
- RWD Guideline for Programming and Analysis Processes
- Submitting Real World Data

## About PHUSE

PHUSE continues to advance its status as the global healthcare data science community, whose aim is to share clinical information, ideas, tools and standards.

### Events

- PHUSE/FDA Computational Science Symposium
- EU Connect
- US Connect
- Global Single Day Events
- Data Transparency Events
- Real World Data Event

### PHUSE Working Groups

There are eight Working Groups:

- Data Transparency
- Data Visualisation & Open Source Technology
- Emerging Trends & Innovation
- Nonclinical Topics
- Optimizing the Use of Data Standards
- Real World Evidence
- Risk Based Quality Management
- Safety Analytics

### PHUSE Blog

This online publication contains regular news updates, interviews, industry articles and reviews!

### Webinars

#### • PHUSE Webinar

##### Wednesday

This monthly webinar covers all aspects of PHUSE, including events, deliverables, key activities and industry hot topics.

#### • Working Group Webinars

These webinars provide a virtual space for the PHUSE Project Leads and Members to highlight and share industry topics of interest relating to their Working Groups.

For more information about PHUSE, visit our website at [phuse.global](https://phuse.global).

# Sponsorship

A virtual Real World Data Event means that no matter where you are in the world you can participate. It provides the industry with a broader opportunity to share knowledge on a global scale, connecting through the virtual event platform. The sponsor options offer a range of benefits with ample company exposure. See page five for full details.



## 90-SECOND VIDEO

Media Sponsorship is the perfect package for you to make a statement. It includes a 90-second video played each day of the event to get your message in front of an engaged audience.



## COMPANY E-FLYER

Take creative freedom over an e-flyer and craft a targeted message for PHUSE's captivated audience. This is a great way to showcase extra information about your company offerings, as the flyer will be featured on the Advance Hub and displayed during the live event.



## DELEGATE LIST

The PHUSE virtual events welcome a broad spectrum of attendees across the globe. Having a list of their names, companies and countries is a valuable tool for you, as a sponsor, to utilise in your own strategy.



The PHUSE Real World Data Event will build upon the engagement in the Real World Evidence Projects, Community Forums, and PHUSE CSS break-out sessions.

It will bring together engaged speakers from the field ranging from data vendor and data registry representatives to pharmaceutical and biotech industry representatives who are sharing their knowledge and ideas around Real World Data utilisation in a fast-moving and challenging environment.

- **Berber Snoeijer**

*PHUSE Real World Evidence Working Group Lead*



### DID YOU KNOW....

An average of 100 questions are submitted during PHUSE virtual events. That's an incredible display of attendee engagement and further exploration of the field through direct conversation!

Platform imagery example. Subject to change.

## Logo Exposure

In today's competitive business landscape, companies are constantly seeking innovative ways to increase brand visibility and build strong connections with their target audience.

Maximise your reach with PHUSE's captivated Real World Data audience! This event provides an unparalleled opportunity to gain valuable logo exposure across our communications and digital platforms, leading up to, during and after the event.

### 1. Targeted Reach and Engagement

Reach your ideal audience by sponsoring events tailored to your industry. Gain direct exposure to attendees who are genuinely interested in the event's theme, increasing the likelihood of meaningful connections.

### 2. Amplified Recognition

Boost your brand visibility through consistent exposure across event communications, digital platforms and during the live event. Your logo becomes memorable, building strong recognition with a broad audience.

### 3. Positive Brand Association:

Align your brand with meaningful events that resonate with your target audience, fostering positive emotions and enhancing brand loyalty.

## Here's What Our Attendees Love About PHUSE Virtual Events

“  
I love the Q&A sessions – great discussions take place  
”

“  
I generally come to these events to learn more practical knowledge about best practices  
”

“  
The event is well organised and professionally done  
”

“  
The events have so many highly relevant topics and speakers  
”

“  
Gaining great understanding of the challenges of new technologies  
”

“  
There is such in-depth information available on key industry topics  
”

“  
Presentations span such a variety of topics  
”

# Sponsorship

**50%  
DISCOUNT**

And, don't forget, PHUSE Supporters also receive up to  
**20% DISCOUNT**  
on both sponsorship packages!

Benefits	Media Sponsor		Virtual Event Sponsor
	Price <sup>1</sup>	£3,000	£6,000
Maximum number of sponsors per package		4	12
Company logo on PHUSE website		✓	✓
Company logo in all related event communications		✓	✓
Company logo displayed during the event		✓	✓
Company e-flyer shared on the PHUSE website		✓	✓
Delegate list <sup>2</sup>		✓	✓
90-second sponsor video played once per day of the event		✓	

<sup>1</sup> VAT will be charged at the applicable rate (where appropriate).

<sup>2</sup> All registered attendees are included on the delegate list (name, company and country).

The T&Cs are outlined on the PHUSE website: [phuse.global/Terms\\_&\\_Conditions](https://phuse.global/Terms_&_Conditions)

The above options are offered on a first-come, first-served basis.

## Application Process

If you would like to sponsor a 2025 Real World Data Event, please contact [events@phuse.global](mailto:events@phuse.global) with details of the package(s) you're interested in taking out.