

Real-world Data and Clinical Evidence



RWD Innovation Builds Competitive Advantage

Real-world evidence, and the data it relies upon, is critical to gain regulatory approvals and favorable reimbursement. Yet, gathering defensible RWE requires rigorous quality control processes to ensure that the data is accurate, timely, and useful.

Overcoming challenges like poor data quality, fragmented datasets, complicated interoperability, and compliance rules requires a life sciences and technology partner with strong RWE domain expertise alongside proven data management and data science capabilities.

CitiusTech equips life sciences companies to integrate, ingest, and leverage diverse RWD datasets across EHRs, claims, syndicated data, SDoH, SaMD, and medical imaging.

Our end-to-end capabilities support complex use cases for comparative effectiveness research, collaboration, clinical decision support, disease progression modeling, statistical analysis, and simulations.

Key Offerings

- RWE Data, Analytics, and AI Solutions
- Real-world Data integration
- Data Management
- RWE Analytics
- Clinical Decision Support
- Smart Data De-identifier solution

Key Capabilities

- CDSS platform development
- Real-time and predictive analytics
- Develop disease-specific registries
- Configure genome-specific data quality rules
- Build *Analysis Ready Datasets (ARDs)* using source data

Real-world Evidence & Data Management Success

We've developed numerous RWE solutions for customers:

- Built patient recruitment solution
- Developed platform to facilitate patient identification, diagnosis determining appropriate care pathways for disease management
- Created advanced analytics platforms for personalized and predictive recommendations in oncology
- Designed analytics for comparative effectiveness research
- Leveraged machine learning for SaMD dose optimization
- Created alert generation tool at point of care
- Built prior authorization tool for oncology
- Enabled faster decisions and follow-up action toward documenting clinical evidence.

Customer Value

- 90% reduction in data ingestion and refresh time
- 85% reduction in new environment set-up
- 50% reduction in time to address FDA queries
- 100% adherence to timeline and budget to build a scalable architecture
- Facilitated SaMD regulatory compliance and pre-submission dossier preparation

About CitiusTech

With 6,500+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem. We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

Princeton | Rochester | Philadelphia | Pittsburgh | Clarksville | Dallas | Boston | Bellevue | Mumbai | Airoli | Bengaluru | Hyderabad | Pune | Gurugram | Chennai | Ontario | Vancouver | London | Dubai | Singapore