



The Future of Global Evidence Generation: Advancing the role of innovative data and methods

Michelle McMurry-Heath, MD, PhD

WW Vice President of Regulatory and Clinical Affairs

Global Head of Evidence Generation

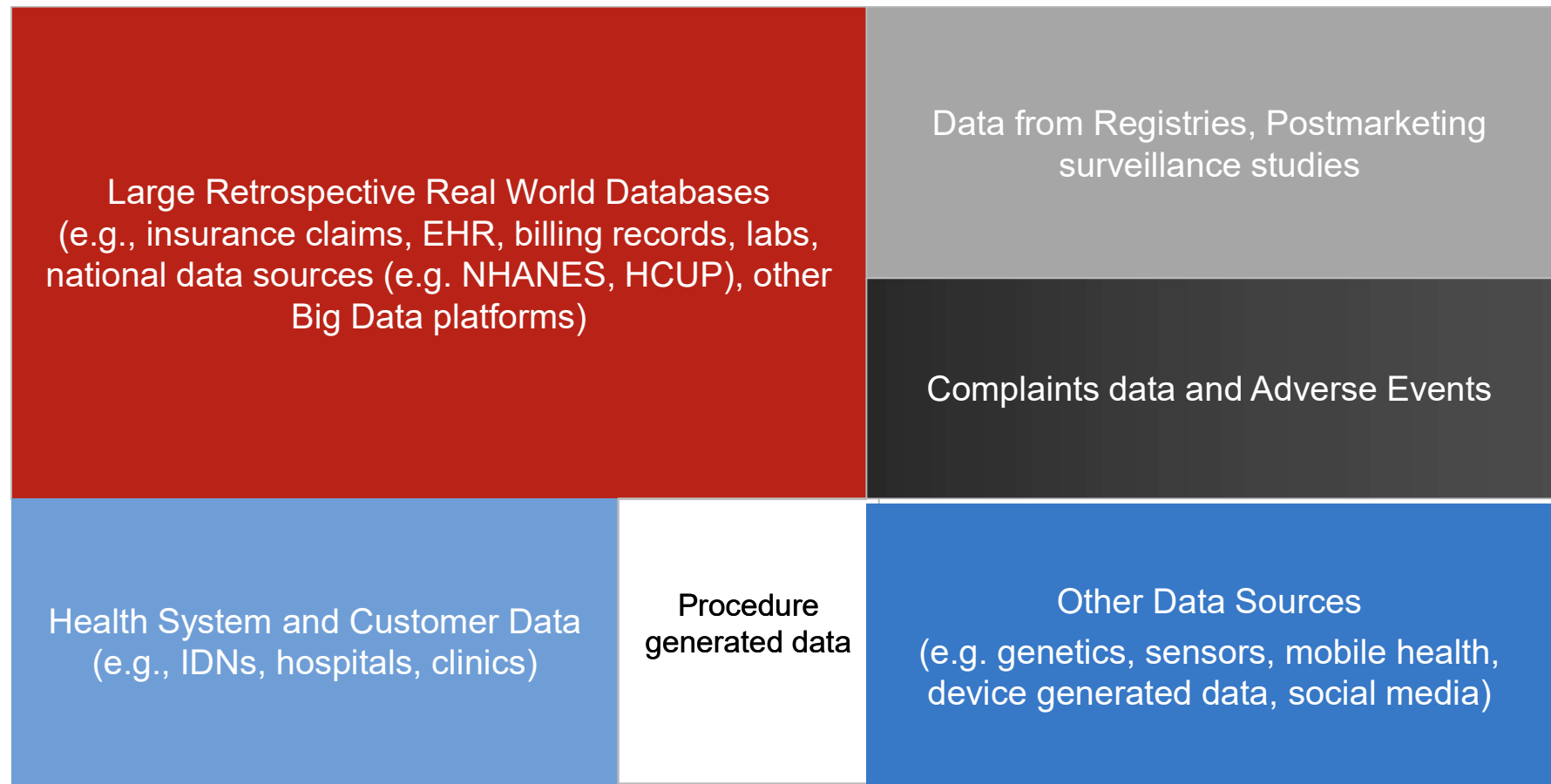
Medical Devices Companies of Johnson & Johnson

REACH MORE
PATIENTS

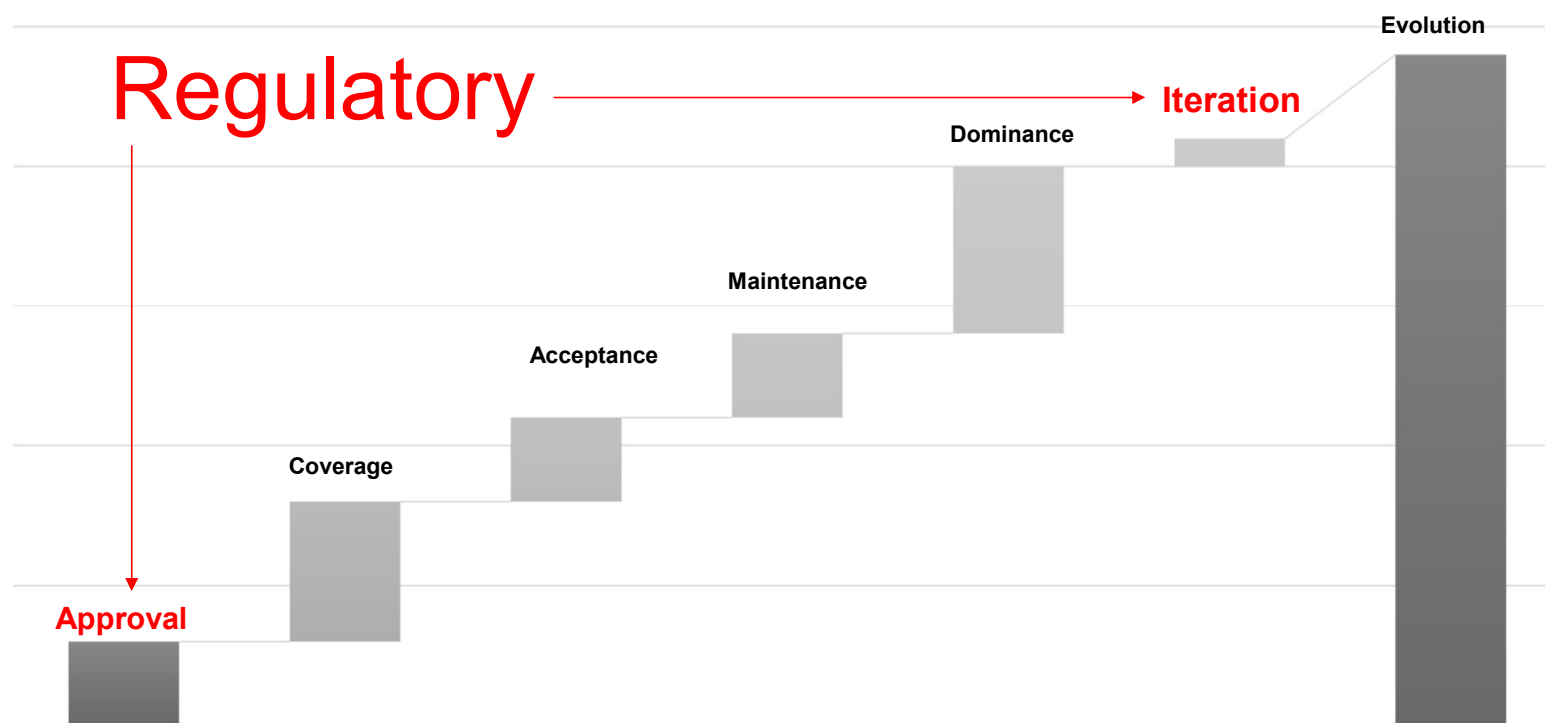
RESTORE MORE
LIVES



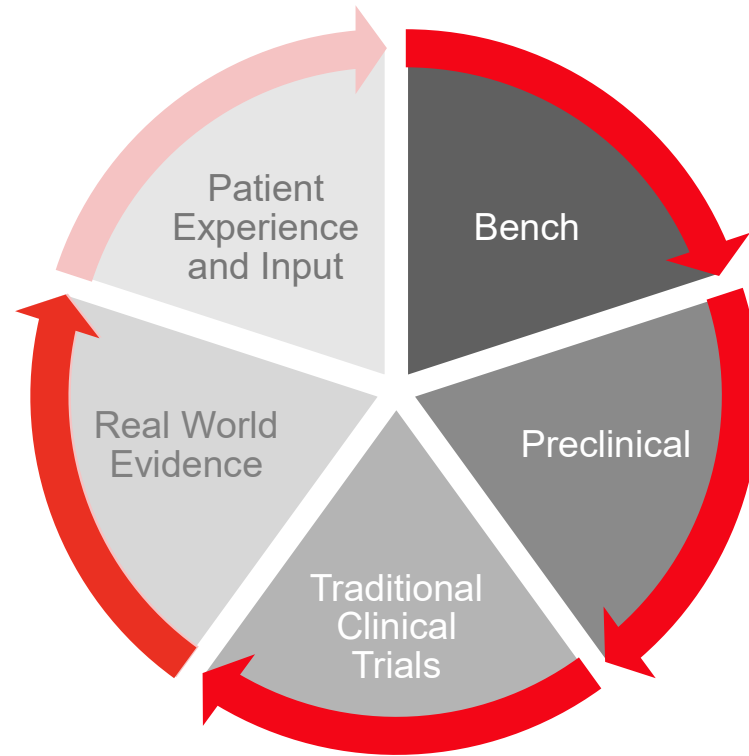
Diversity of Real-World Data (RWD) Types



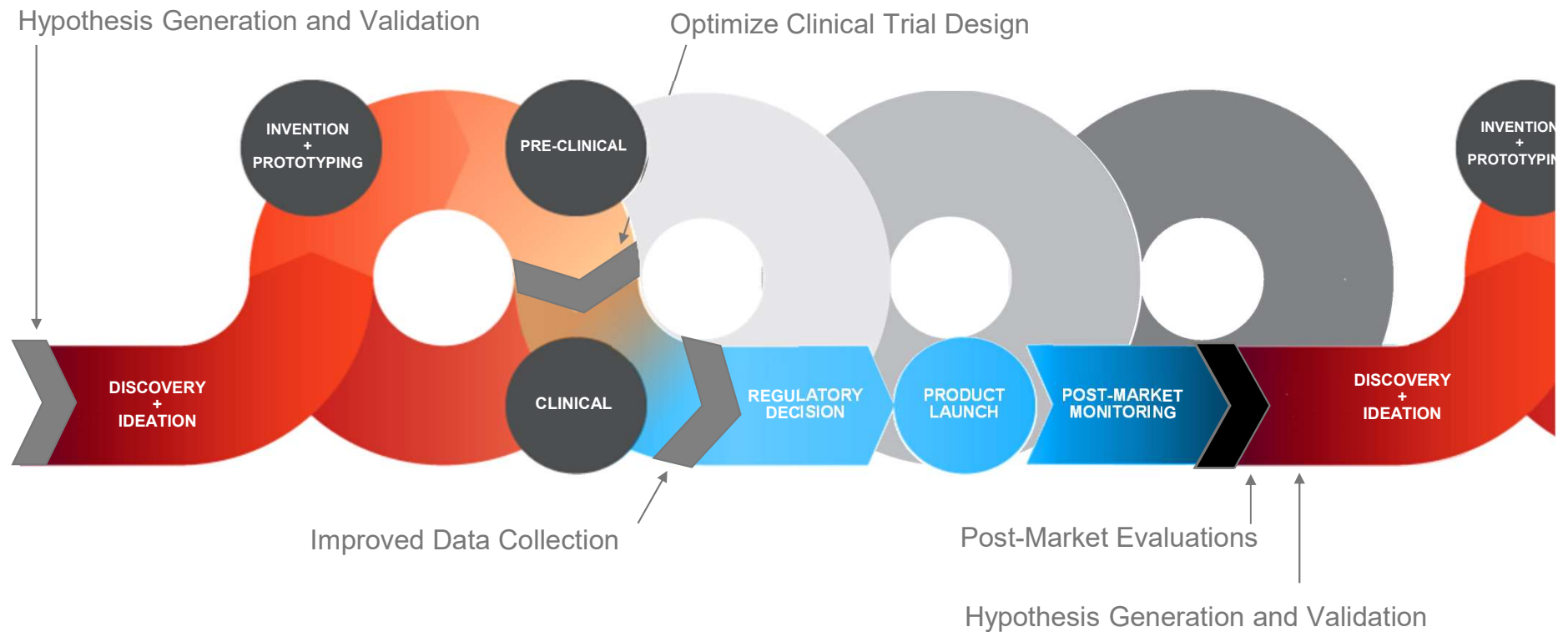
Total Product Life Cycle Evidence Generation Needs



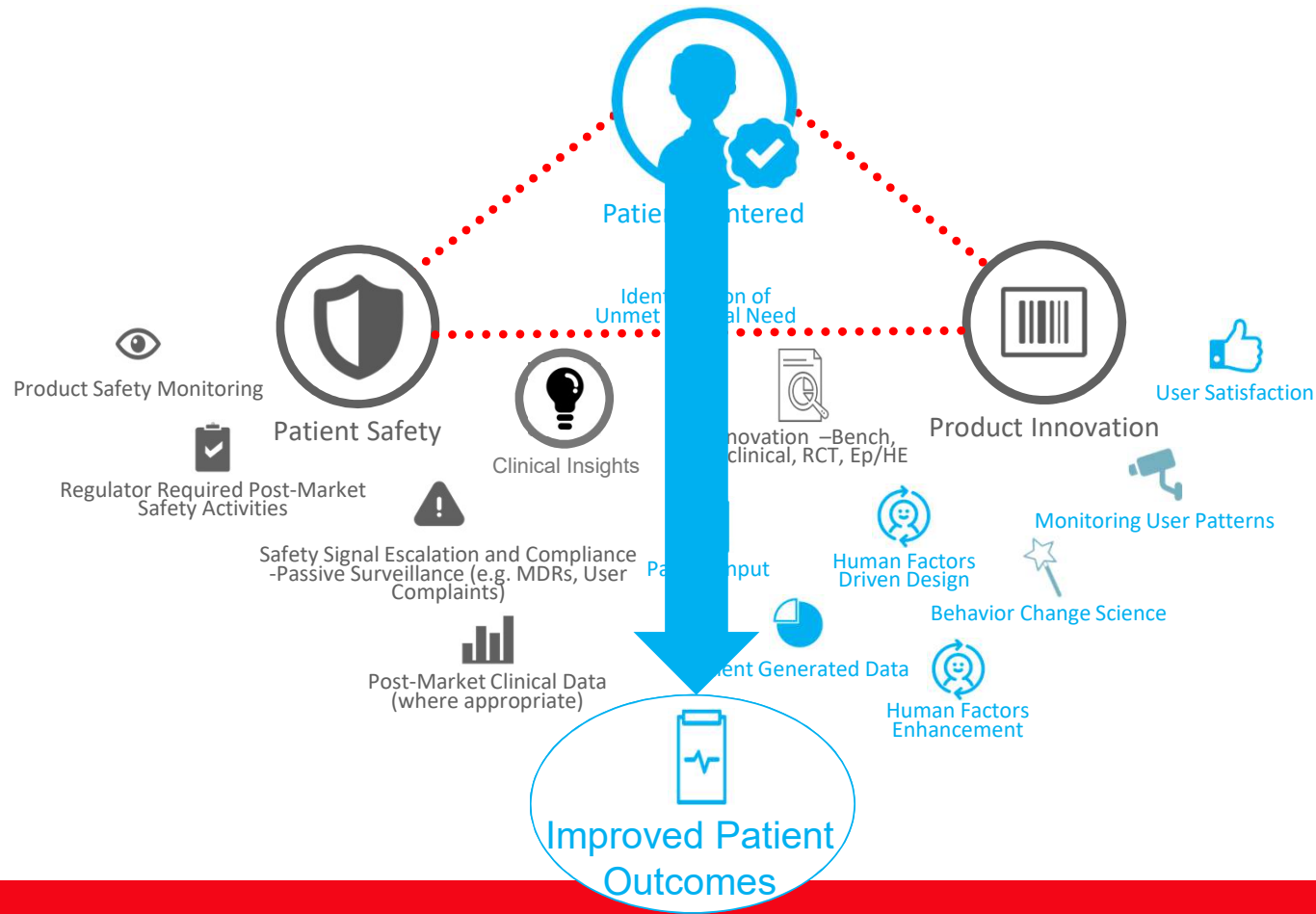
Integrated New Types of Clinically-Relevant Data into an Evolving Evidence Portfolio



Opportunities to Integrate RWD into the Total Product Life Cycle



Advancing the Role of Novel Data in Innovation



Addressing key technical challenges

- Promote mechanisms to access RWD
 - Leverage existing sources of RWD (e.g., registries)
 - Linking data sources to enable long-term follow-up
 - Create mechanisms to support and collect better data on patient care and recovery (e.g., digital tools)
- Collaborate to create shared resources and tools
 - Establish criteria to assess the fit-for-purpose for RWD
 - Develop appropriate analytic methods
 - Advance the science of patient input
 - Identify opportunities to gather data on hard to capture products (e.g., plates, screws, surgical tools)
- **Support globally harmonized practices and policies**
 - Addressing the evidentiary needs of various regulatory bodies (e.g., EUMDR)