

# Evaluating existing research and identifying evidence gaps to inform future research priorities

## What our client needed

Our client's US HEOR team sought support to assess the volume and quality of existing research for a series of predefined questions to identify evidence gaps. They aimed to bring a more evidence-based approach to prioritising their annual research investments. The project required a pragmatic, high-quality solution within a tight, 1-month timeline, including both real-world and randomised control trial (RCT) evidence, to inform their current and future research priorities.

## How we supported them

We worked closely with the client to ensure the project met their objectives within a short timeframe. Following an initial meeting to align on their needs, we developed a tailored protocol and received a series of research questions for analysis. Our team designed and conducted focused searches, screened the results, and performed a top-level data extraction to assess the existing real-world evidence. Midway through the project, the client requested the inclusion of RCT data, and we adapted quickly, conducting additional searches and analyses to ensure comprehensive coverage.

Our agile approach allowed us to prioritise speed and relevance without compromising on quality. By tailoring our methodology—omitting a gold-standard systematic review where it wasn't appropriate—we delivered a practical, evidence-based solution. The final deliverable, an Excel® summary mapping publication answering the client's research questions, provided clear insights and was delivered on time, enabling their internal discussions on future research priorities.

## The outcome

The project successfully achieved its objectives, providing the client with a clear understanding of areas with sufficient published evidence and highlighting gaps where further research is needed to support launch in the US market. The final Excel summary enabled the client to prioritise future research funding effectively. The addition of a dashboard interface provided a user-friendly means of presenting the data, adding extra value to the client's internal discussions.

## How we added value

The dashboard, developed after the initial report, added an interactive and visual element to the data, making it easier to navigate. This approach will be built upon for future projects with the client, enabling them to continuously refine their evidence-based approach to research planning.