

Beyond Randomised Controlled Trials: Demystifying the Role of Real World Evidence

Pfizer sponsored symposium | UKOF 2024 Brighton
Friday 14th June 2024 | 08:00-08:45 BST

Please join our expert faculty as they examine the methodologies, challenges, and potential opportunities that utilising real-world data can offer in advancing cancer care and improving patient outcomes.

Expanding beyond traditional RCTs, we will explore the context of real world-evidence within clinical practice and its evolving landscape.

Time	Session Title	Speaker
08:00	Welcome and Introduction	Prof. Allan Hackshaw
08:05	The Benefits and Pitfalls of RWE Generation and Analysis	Prof. Allan Hackshaw
08:15	RWE in Clinical Practice: Opportunities and Challenges	Prof. Geoff Hall
08:25	Q+A	All Faculty
08:45	Meeting Close	Prof. Allan Hackshaw



Prof. Allan Hackshaw
Professor of Epidemiology and Medical Statistics at University College London
Director of Cancer Research UK and UCL Cancer Trials Centre



Prof. Geoff Hall
Professor of Digital Health at the University of Leeds and Honorary Consultant in Medical Oncology at the Leeds Cancer Centre

Please email Lisa Young (lisa@athenameeting.com) to register your attendance to this symposium

*This symposium has been awarded in principle CPD certification, pending final certification retrospective to the event.



Meet the faculty:

Professor Allan Hackshaw

Allan Hackshaw is Professor of Epidemiology & Medical Statistics at University College London, and Director of the CRUK & UCL Cancer Trials Centre. He has >32 years' experience in the design and analysis of clinical studies and systematic reviews, in a variety of disease areas. This has included phase I-III clinical trials, major cohort/case-control studies, and large real-world data studies such as TRACERx (UK genomics study in lung cancer) and WAYFIND-R (international registry of cancer patients undergoing next generation sequencing). He has published more than 200 journal articles and book chapters, and sole or first author of five textbooks. He leads modules on evidence-based medicine and clinical trials for postgraduate courses at UCL and the London School of Economics. He is joint editor of the Journal of Medical Screening, and sits on the UK National Screening Committee (Adult Reference Group).

Professor Geoff Hall

Geoff Hall is a Professor of Digital Health and Cancer Medicine at Leeds University and an honorary consultant in medical oncology at the Leeds Cancer Centre. He is the Chief Clinical Information Officer for Leeds Teaching Hospitals and the Chief Clinical Data Officer at Health Data Research UK. He is the Director of DATA-CAN, the HDR-UK Hub for Cancer, working with clinical, academic and commercial groups to facilitate access to multi-modal data from real-world cancer patients. Geoff leads a research programme focused on the development and application of AI in ovarian cancer.

We look forward to welcoming you to this non-promotional symposium!