An IEGP improves on traditional evidence generation planning carried out in discrete functions, which often leads to the duplication of work. We're already seeing many pharmaceutical companies take the more effective IEGP approach and it is likely many more will follow.

## Why develop an IEGP now?

It is critical for the success of any pharmaceutical product that the right evidence is generated at the right time across the product life cycle in order to meet the needs of patients, caregivers, healthcare professionals, payers and regulators. With demands for robust and innovative evidence generation from these stakeholders continuing to evolve, and healthcare systems across the globe under increasing economic pressures, it is vital that pharmaceutical companies adopt a strategic and cross-functional approach to evidence generation.

A strategic and structured IEGP approach offers the ideal solution.

**Our process to deliver an IEGP:** Please see overleaf for how Oxford PharmaGenesis can support you with this process.

## Innovating for the future of IEGPs

The IEGP process is complex. Oxford PharmaGenesis is constantly innovating to give clients the best experience possible and to present data according to their unique needs.

- We're automating the production of data visualizations, so they can be easily updated according to the evolving product landscape.
- Together with our AI and Data Science Team, we're exploring ways to

# Integrated evidence generation planning: how it works

Oxford PharmaGenesis has extensive experience in supporting clients with the development of integrated evidence generation plans (IEGPs) across a range of therapy areas and for products in different stages of their life cycle. Furthermore, we can adapt the robust framework of our process based on individual needs.

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