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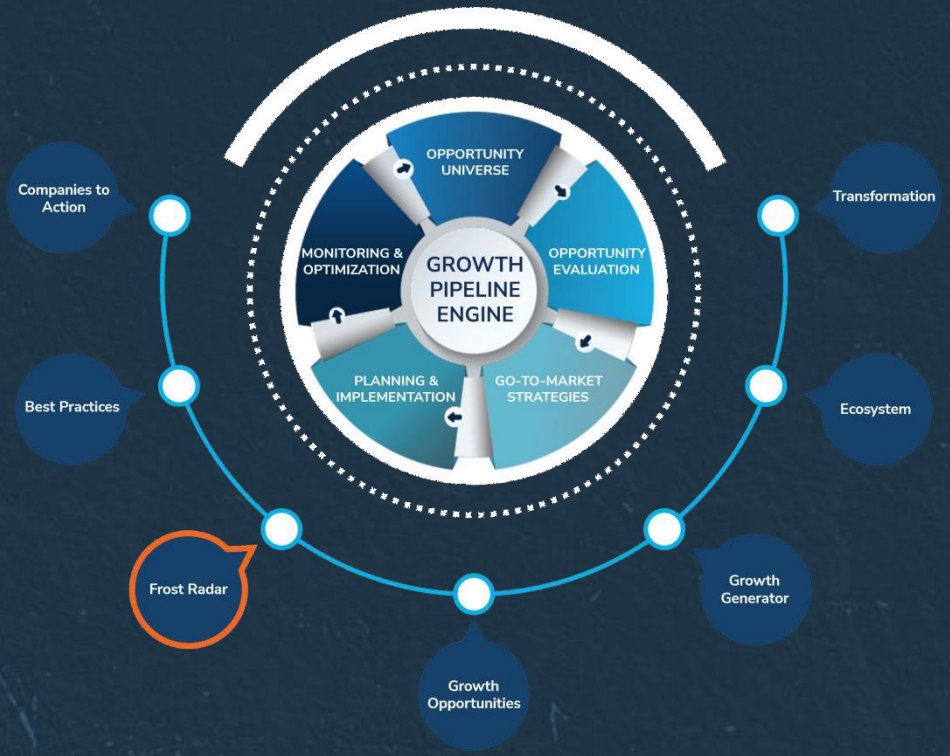
Frost Radar™: Life Sciences Real-World Evidence Solutions, 2025



A Benchmarking System to Spark Companies to Action - Innovation That Fuels New Deal Flow and Growth Pipelines

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Strategic Imperative and Growth Environment

Strategic Imperative

- The evolving IT landscape has played a transformative role in the field of life sciences, enabling a reliance on real-world evidence (RWE) solutions. With growing competition and the demand for precision in decision-making, pharmaceutical companies, healthcare providers, and technology organizations have realized the need for real-world data (RWD) to boost research while optimizing clinical trials and improving patient outcomes.
- RWE solutions are technology-driven platforms, software, and analytics tools designed to collect, integrate, and analyze RWD from various sources, such as electronic health records (EHRs), claims data, patient registries, wearable devices, and genomics. These solutions help stakeholders, including pharmaceutical companies, healthcare providers, and regulators, generate RWE to support clinical decision-making, drug development, regulatory approvals, and healthcare policy formulation.
- Pharmaceutical and biotechnology companies are becoming a driving force in this transformation. Leading players and small to midsize companies are actively partnering with RWE vendors to develop advanced data collection and analysis frameworks. These partnerships are focusing on improving the quality of insights derived from RWD, enabling companies to make informed decisions in both clinical and commercial applications.
- The platforms and enabling technologies help pharma/biotech companies harness regulatory-grade RWE across the product lifecycle, including early-stage research, clinical development, launch planning, value-based contracting, long-term patient monitoring, and patient activation.
- One of the leading drivers of RWE solutions is patient support and engagement, with the healthcare industry seeking to enhance patient experience through digital health tools and real-time monitoring. Regulatory and safety compliance remains a fundamental aspect, with companies ensuring that their practices align with global standards.

Source: Frost & Sullivan

Strategic Imperative (continued)

- Unlike traditional clinical trials, which are often limited in scope and intervention-based, RWE solutions allow for collection and analysis from varied patient populations, making life sciences decision-making largely data-driven. RWE solutions provide a broader perspective on patient populations, treatment responses, and long-term outcomes, reducing the time and costs associated with trials. Commercialization is gaining traction, as RWE enables pharmaceutical companies to make strategic, data-driven decisions related to market entry, drug pricing, and competitive positioning.
- Technological advancements are imperative to the growth of RWE solutions. Companies are collecting and processing health data in real time using cutting-edge digital tools, such as portable sensors, AI-controlled analytics, and cloud-based data storage. This is increasing the access to knowledge that pharmaceutical companies, supervisory authorities, and health service providers can implement.

Source: Frost & Sullivan

Growth Environment

- The life sciences RWE solutions market is experiencing rapid growth, with a projected compound annual growth rate of 15.5% from 2025 to 2030. The market is expected to reach approximately $1.5 billion in 2025. Drivers include increasing regulatory support, technological advancements, and a shift toward data-driven decision-making in healthcare.
- The market is characterized by increasing digital investments. Generative AI, cloud computing, and advanced IT infrastructure have revolutionized RWE solutions, enhancing data collection, analysis, and interpretation. Real-time analytics, predictive modeling, and AI-driven insights are transforming areas such as drug discovery, clinical trials, and regulatory decisions. The rise of big technology companies has increased competitive pressure on traditional RWE vendors, compelling differentiation in disease-specific expertise, advanced AI models, and regulatory partnerships. Companies are specializing in therapeutic areas, such as oncology, rare diseases, and neurology, improving the precision and application of RWE.
- Major players are using extensive data repositories and advanced analytics for a broader market advantage, often through acquisitions and partnerships with tech giants, such as Google, Amazon, and Microsoft. Cloud computing and machine learning partnerships are integral to the development of next-generation RWE solutions, enabling vendors to offer more powerful, scalable, and data-driven tools.
- Business models including software-as-a-service (SaaS), data-as-a-service (DaaS), and outcome-based or value-based pricing and co-creation allow RWE solution vendors to offer flexibility, scalability, and value to their clients while maintaining sustainable revenue streams. Each model also allows vendors to tap into different customer groups, from large pharmaceutical companies to smaller biotech companies.

Source: Frost & Sullivan

Growth Environment (continued)

- The RWE solutions market expansion will intensify with regulatory support. Supervisory authorities, such as the US Food and Drug Administration (FDA) and European Medicines Agency (EMA) are increasingly requesting the use of RWE for drug approvals, reimbursement decisions, and surveillance/monitoring.
- According to the 21st Century Cures Act, the FDA RWE framework has guidelines for integrating fit-for-purpose RWD into regulatory submissions, creating possibilities for the development of therapeutic products. The EMA's Data Analysis and Real-World Interrogation Network (Darwin EU) aims to promote the use of RWE in the region and provide reliable and timely RWE through a coordination center. Data standardization, triggered by frameworks such as the Fast Healthcare Interoperability Resources standard, encourages vendors to improve interoperability to stay competitive.
- Competition has increased with the demand for data-driven decisions. Established healthcare players, specialized RWE vendors, and tech companies strive to dominate this high-growth industry through progressive analytics, AI integration, and strategic partnerships with regulators.
- Companies that can provide comprehensive, high-quality, regulated RWE solutions have a great advantage. Vendors with access to a variety of real-time datasets and capabilities in predictive modeling, natural language processing (NLP), and machine learning are gaining traction. Cloud-based solutions and blockchain-enabled data security are competitive differentiators as pharmaceutical companies and regulators require a scalable, secure, and compliant platform for RWE analytics.
- The integration of generative AI, along with improvements in digital data collection and cloud services, is poised to disrupt the industry by making data analysis faster, more accurate, and actionable. Blockchain is gaining traction to ensure data security, integrity, and traceability, and addressing long-standing concerns about patient privacy and data reliability. These advancements represent a shift in how healthcare data is harnessed, improving outcomes and operational efficiency.

Source: Frost & Sullivan

Growth Environment (continued)

- Vendors are differentiating through their ability to integrate structured and unstructured data from various sources. Demand is increasing for longitudinal patient data and access to de-identified, linked, and multisource patient data. Insights are being generated from wearables, mobile apps, and digital health platforms, expanding the range of RWE beyond traditional sources.
- The industry will witness a surge in M&A activity, with specialized vendors acquiring bolt-on solutions that they will either enhance or integrate into upstream or downstream applications across the pharmaceutical value chain. Traditional vendors are acquiring niche providers to improve their disease-specific research. The consolidation trend is expected to accelerate, resulting in fewer market players with differentiation in AI-driven data curation and analytical capabilities for the identification of treatment patterns, patient outcomes, disease progression, and structural information from unstructured data.
- Over the next few years, technological advancements, regulatory developments, and a continued focus on value-based care are expected to drive significant growth. However, data privacy, standardization, and quality control need to be addressed and workforce challenges, such as a shortage of data scientists and regulatory experts, will make the industry's ability to scale more difficult.

Source: Frost & Sullivan

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Frost Radar™: Life Sciences Real-World Evidence Solutions

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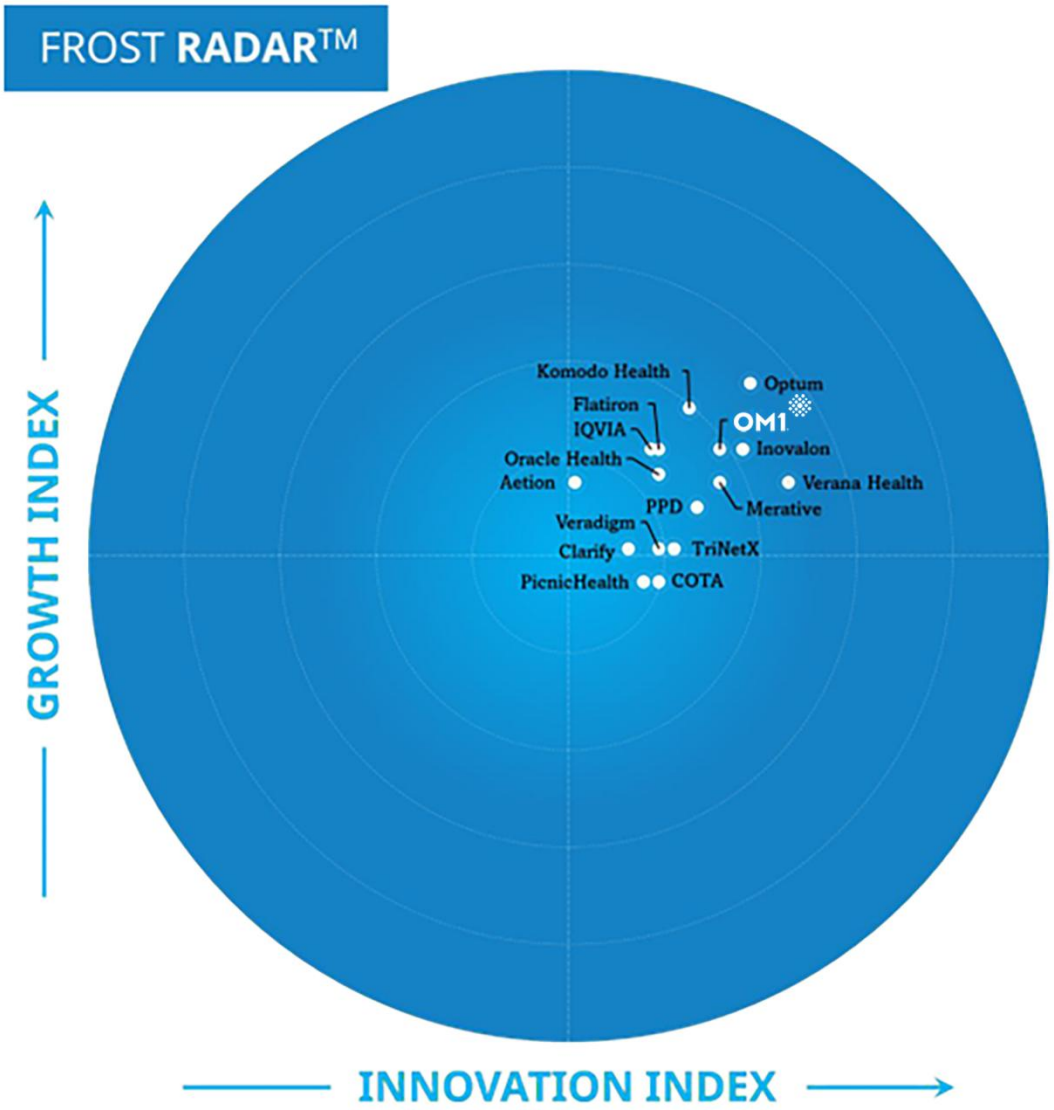

Source: Frost & Sullivan

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Frost Radar™: Companies to Action

OM1

INNOVATION

- OM1's AI-powered platform, PhenOM®, leverages deep clinical data and predictive analytics to enhance decision-making across the healthcare ecosystem. PhenOM is unique because of its ability to integrate diverse data sources into actionable insights, providing a more accurate understanding of disease progression, treatment efficacy, and patient outcomes. The platform offers sophisticated phenotyping models that provide deeper insights into disease mechanisms and patient subtypes, an area in which few competitors offer such depth.
- Another key differentiator for OM1 is its AI-powered Aspen platform, which simplifies real-world data collection, from reaching hard-to-find patients to scaling evidence generation at unprecedented levels. Its ability to collect and process multisource data allows for comprehensive, long-term patient follow-up, which is essential for chronic disease management.
- Frost & Sullivan honored OM1 with a 2024 North American Product Innovation Recognition. This acknowledges their role in transforming RWE solutions with cutting-edge AI technology. The PhenOM launch has significantly impacted pharmaceutical decision-making, personalized treatment, and clinical trial efficiency, providing a 360-degree view of patient journeys and reducing research costs and timelines by revealing unmet needs and disease progression patterns.
- OM1's solutions have helped customers reduce costs, improve operational efficiency, and enhance collaboration across disease pathways.

Source: Frost & Sullivan

OM1 (continued)

GROWTH

- OM1 has experienced impressive growth in recent years, largely driven by strategic collaborations and technological advancements. It continues to build partnerships spanning top pharmaceutical companies and the scientific community, including J&J, Amgen, and AbbVie. OM1 has won business across various therapeutic areas, such as dermatology, immunology, cardiometabolic, and neuroscience.
- OM1's expansion strategy centers on its flagship solutions, including the PhenOM and Aspen platforms. These have fueled growth by addressing critical needs in clinical trials, patient care, and disease progression analysis. Through AI technologies, OM1 enhances decision-making and accelerates clinical research. Exclusive partnerships, such as one with the American Academy of Dermatology, has solidified its role in the healthcare ecosystem.
- The company's continued focus on innovation has led to significant progress in AI-driven predictive analytics, improving patient outcomes and operational efficiencies for healthcare providers. OM1's customer base spans top-tier pharmaceutical companies, academic institutions, and healthcare providers, positioning it for long-term success.

Source: Frost & Sullivan

OM1 (continued)

FROST PERSPECTIVE

- OM1 differentiates itself in the RWE solutions industry by leveraging AI-powered platforms, deep disease registries, and strategic partnerships. The company's strengths lie in its innovative use of AI, predictive analytics, and multisource data integration to enhance clinical decision-making, research efficiency, and commercial strategies. With key partnerships across the pharmaceutical, biotech, and healthcare sectors, OM1 has established itself as a trusted partner in healthcare transformation.
- OM1 should focus on expanding its global presence, particularly in emerging markets, while enhancing its AI-driven RWE solutions with regulatory-grade data models aligned with FDA and EMA standards. This will increase the scalability of its platforms and ensure that they meet the demands of healthcare providers and regulators.
- To capitalize on its strength in disease-specific insights, OM1 should expand its capabilities in new disease areas, including oncology and infectious diseases, to diversify its offerings and satisfy unmet market needs.
- OM1 should prioritize deeper collaborations with medical device, diagnostic, and digital health companies to expand its reach beyond traditional pharmaceutical and biotech sectors. This strategic move would foster innovation, enhance scalability, and solidify OM1's market leadership as a comprehensive RWE solution provider.
- OM1 has demonstrated leadership in transforming clinical research and patient outcomes with its AI-powered platforms and strategic partnerships. It must continue expanding its global footprint, refining its RWE models, and broadening its reach across critical disease areas.

Source: Frost & Sullivan

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Best Practices & Growth Opportunities

Best Practices

1. An emerging practice is empowering patients to contribute to RWD collection with the help of digital health apps, remote monitoring, and decentralized clinical trials. This participation via personalized insights enhances engagement and data reliability.

2. Because RWE and RWD solutions are growing at a much larger scale and complexity, ensuring data security, integrity, and traceability have become important. A decentralized and tamper-proof solution provided by blockchain technology can revolutionize data management and enhance transparency and trust among stakeholders.

3. Machine learning may help to identify emerging trends and predict disease outbreaks. It can also help in optimizing treatment pathways while enhancing precision medicine by personalizing interventions based on real-world patient responses supplemented by the use of predictive analysis.

Source: Frost & Sullivan

Growth Opportunities

1. Generative AI presents a significant growth opportunity in RWE. It can transform how data is collected, analyzed, and used while simulating diverse patient populations and predicting trial outcomes, which will allow pharma companies to refine trial designs and reduce costs. It can support physicians with personalized treatment recommendations by analyzing vast RWE datasets efficiently while maintaining accuracy.

2. Decentralized clinical trials present a major growth opportunity for sponsors. Leveraging RWE enhances data collection, patient engagement, and trial efficiency. As decentralized trials rely on real-world patient data from digital health devices, it enhances RWE sources while generating continuous, high-quality RWE for drug efficacy and safety analysis. Virtual trials remove geographic barriers and ensure broader and more representative patient populations, reducing bias in RWE datasets.

3. With RWE becoming an essential tool for healthcare decision-making, cross-border data sharing will accelerate drug approvals globally. It will enable multinational clinical studies with global RWE repositories while improving drug efficacy assessments across diverse populations.

Source: Frost & Sullivan

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Frost Radar™ Analytics

Frost Radar™: Benchmarking Future Growth Potential 2 Major Indices, 10 Analytical Ingredients, 1 Platform

Growth Index

Growth Index (GI) is a measure of a company's growth performance and track record, along with its ability to develop and execute a fully aligned growth strategy and vision; a robust growth pipeline system; and effective market, competitor, and end-user focused sales and marketing strategies.

GI1

MARKET SHARE (PREVIOUS 3 YEARS)
This is a comparison of a company's market share relative to its competitors in a given market space for the previous 3 years.

GI2

REVENUE GROWTH (PREVIOUS 3 YEARS)
This is a look at a company's revenue growth rate for the previous 3 years in the market/industry/category that forms the context for the given Frost Radar™.

GI3

GROWTH PIPELINE
This is an evaluation of the strength and leverage of a company's growth pipeline system to continuously capture, analyze, and prioritize its universe of growth opportunities.

GI4

VISION AND STRATEGY
This is an assessment of how well a company's growth strategy is aligned with its vision. Are the investments that a company is making in new products and markets consistent with the stated vision?

GI5

SALES AND MARKETING
This is a measure of the effectiveness of a company's sales and marketing efforts in helping it drive demand and achieve its growth objectives.

Source: Frost & Sullivan

Frost Radar™: Benchmarking Future Growth Potential 2 Major Indices, 10 Analytical Ingredients, 1 Platform (continued)

Innovation Index

Innovation Index (II) is a measure of a company's ability to develop products/ services/ solutions (with a clear understanding of disruptive megatrends) that are globally applicable, are able to evolve and expand to serve multiple markets and are aligned to customers' changing needs.

II1

INNOVATION SCALABILITY
This determines whether an organization's innovations are globally scalable and applicable in both developing and mature markets, and also in adjacent and non-adjacent industry verticals.

II2

RESEARCH AND DEVELOPMENT
This is a measure of the efficacy of a company's R&D strategy, as determined by the size of its R&D investment and how it feeds the innovation pipeline.

II3

PRODUCT PORTFOLIO
This is a measure of a company's product portfolio, focusing on the relative contribution of new products to its annual revenue.

II4

MEGATRENDS LEVERAGE
This is an assessment of a company's proactive leverage of evolving, long-term opportunities and new business models, as the foundation of its innovation pipeline. An explanation of megatrends can be found here.

II5

CUSTOMER ALIGNMENT
This evaluates the applicability of a company's products/services/solutions to current and potential customers, as well as how its innovation strategy is influenced by evolving customer needs.

Source: Frost & Sullivan

Next Steps

JOIN:
Growth Council

APPLY:
Companies to Action

ENGAGE:
Growth Dialog

PARTICIPATE:
Growth Council Think Tank

Does your current system support rapid adaptation to emerging opportunities?

Source: Frost & Sullivan

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