evidation

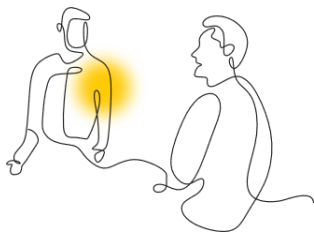interactive Real-World Data (iRWD): Obesity

A direct connection to 140,000+ individuals and real-world data about their weight management journeys
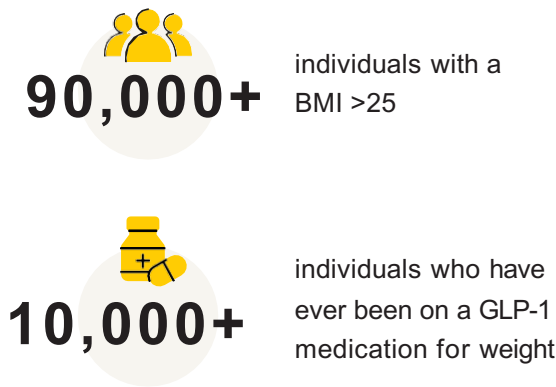
For more than a decade, Evidation has used the Evidation Community - **a direct connection with 5 million people across 97% of zip codes in the United States -** to collect permissioned, real-world data that provides a more complete picture of health.

Evidation's obesity cohort
Data accurate as of February 2025

Launched in July 2024, **140,000+ individuals** in the Evidation Community are actively sharing real-world data from their weight management experiences. Through this direct connection, Evidation can provide partners with a high-resolution view of the weight management journey, including the **use and impact of GLP-1 medications**.

90,000+ individuals with a BMI >25

10,000+ individuals who have ever been on a GLP-1 medication for weight

Available real-world data

- Treatments (Rx, OTC)
- Treatment source
- Treatment experience
- Discontinuation reasons
- Demographics
- SDOH
- Comorbidities
- Care utilization
- Lifestyle changes
- Perceptions
- Quality of life
- Digital measures

Available data can be enhanced with **mediated access to EHR data** and/ or **tokenization and linkage** with secondary datasets.

Life sciences partners can "interact" with individuals and data

Interaction

Survey
Ask individuals questions directly, and in real-time

Recruit
Use detailed data to contact and consent individuals into trials

Research
Utilize Evidation's tools and population to launch a full research study

Engage
Engage individuals with content, or activate towards an activity

Direct connection allows for ongoing interaction

Population

Population Cohort
A population is identified within the Evidation Community based on characteristics of interest (e.g. conditions) and longitudinal real-world data is collected directly from individuals

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