



TOP TRENDING  
LIFE SCIENCE  
TOPICS FOR  
2022



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# INTRODUCTION

Undoubtedly, the life science industry is experiencing immense growth and innovation since the past few years. The pandemic accelerated the processes within the healthcare and pharmaceutical systems in place. The future for the global life science sector is looking bright and being halfway into 2022 we've realized that certain trends are definitely showing advancements.

**Xtalks** hosts the highest number of pharma and biotech webinars on the internet. Various professionals within the **Xtalks community** have access to our live and on demand webinars where they can enhance their knowledge.

We thought it would be beneficial to create an eBook compiled of the *"Top Trending Life Science Topics for 2022"* in order for professionals to learn more about the trends currently shaping the industry. After reviewing our most successful webinars here at Xtalks we have understood which topics are resonating the best with our viewers. We are sharing our insights regarding popular topics within this eBook.



## COVID-19 Research: Drug and Vaccine Development, SARS-CoV-2 Biology

COVID-19 continues to be one of the top trending life science webinar topics in 2022 and has unsurprisingly remained so for the past two years. Emerging variants of SARS-CoV-2 and new insights into the novel coronavirus continue to dominate discussions in the pharmaceutical industry.

**Vaccine development**, including supply chain and storage considerations, have been an important part of COVID-19 discussions in the life sciences due to a new era of vaccine challenges brought on by novel mRNA vaccine technology.

The pharmaceutical industry, academia, research institutions and government bodies worked together to accelerate vaccine development processes through large-scale collaborative efforts. This type of synergy had not been previously witnessed in modern times, especially at a global level.

Since the onset of the pandemic, Xtalks has remained committed to providing ongoing **COVID-19 coverage**, including the latest news related to scientific advancements in treatments and vaccine development, as well as the epidemiological and socioeconomic challenges that the virus caused.

As new **variants** of the coronavirus emerged, news agencies strived to keep the public informed. Do we need a **booster shot** or a **fourth vaccine dose?** These questions are part of ongoing evaluations between the scientific community and regulatory bodies tasked with the job of administering public health protocols.



Conducting high quality research to tackle COVID-19 amid global lockdowns was a priority and a challenge. Timely and robust research was vital for the development of treatments and preventative methods to combat COVID-19 as many lives were at stake because of the pandemic.

The economic impact of the pandemic was detrimental with some social institutions buckling under the pressure, and the resilience of many countries and their governments tested. The race to create efficacious COVID-19 drugs, vaccines and diagnostics continues along with scientific research to better our understanding of the virus and the infection that it causes.

Below are life science webinars related to the origin and biology of SARS-CoV-2, as well as the surge in vaccine development to fight the ongoing spread of the virus.

- **[Biology of SARS-CoV-2: Past, Present and Future](#)**
- **[What is the Link Between Pharmacovigilance and Building Confidence Around COVID-19 Vaccines?](#)**
- **[Living History: Our Role in Global Scientific Collaboration for SARS-CoV-2](#)**
- **[COVID-19 Vaccine Storage: Addressing the Challenges of mRNA-Based Vaccine Storage at Ultra-Low Temperatures](#)**
- **[Rapid BCID Saved Costs and Reduced Healthcare Worker-Patient Interaction Time During the COVID-19 Pandemic](#)**
- **[Rapid Whole Genome Sequencing in the Ever-Evolving Age of COVID-19](#)**
- **[Defogging Post-COVID Cognitive Dysfunction: Potential Mechanisms, Diagnostic Challenges](#)**



## Decentralized Clinical Trials, Hybrid Trials and Virtual Trials

The onset of the COVID-19 pandemic led many trial investigators to adopt decentralized clinical trial (DCT) models. The pandemic triggered exponential growth in both remote healthcare monitoring such as telemedicine as well as remote clinical trial monitoring.

Utilizing DCT, hybrid trial or virtual trial models not only help prevent disruptions to trials when participants cannot access trial sites, but they also offer a more **patient-centric** approach.

The advantages of DCTs are many and begin with a successful upgrade of clinical trial data collection. Some of the digital health tools and services that enable DCT data collection include health wearables with biosensors, remote monitoring technologies, telemedicine and at-home visits.

DCTs help to simplify and improve the patient journey and experience through all phases of a trial by reducing patient burden.

They can also help decrease costs for both patients (travel costs) and trial administrators (lower site burdens) and increase **patient enrollment**.

Decentralized approaches are being implemented in many, if not almost all, clinical research areas, including trials for **rare diseases**, **cardiac safety**, **psychiatry** and more.



Due to the pandemic, researchers started to accept the DCT model out of necessity but as a consequence, it led the life sciences to increasingly embrace the digital revolution and embrace more personalized approaches to clinical trials.

Despite the many advantages, DCT trials, hybrid trials and virtual trials come with their own set of **challenges**, such as the high costs of new technologies, maintaining quality data collection in digital assessments, risk of protocol deviation and technological challenges that participants may face such as a lack of internet access or operating medical measurement devices. These are common pain points which need to be addressed in order to improve the virtual trial experience.

Wearable biosensors are integral to the **DCT ecosystem** and in the future of virtual trials as they are critical to data collection. Some **examples of biosensors** include armbands or wristbands that moderate and check physiological parameters such as heart rate, respiration, skin temperature, oxygen saturation, actigraphy and more.

In order to utilize these new technologies, there are specific **eConsent** measures that must be followed. The usage of multiple remote technologies could become overwhelming and challenging for users, posing a significant risk for the effectiveness of DCTs, hybrid and virtual trials.



Life science industries are invested in refining the DCT experience and combating the challenges that a decentralized trial model brings for sites and sponsors.

If you are interested in learning more about how novel decentralized trial options can improve the patient experience, view our collection of life science webinars on DCTs, hybrid trials and virtual trials below.

Some subcategories of DCT content include: patient centricity, reducing patient burden, wearable technology and remote device integration.

- **[Enabling Decentralized Clinical Trials with Seamless, Remote Integration of Devices and eClinical Systems](#)**
- **[Decentralized Clinical Trials: Implementation of a Hybrid Model from a Site and Sponsor Perspective](#)**
- **[Technology Approaches to Improve Patient Enrollment in Decentralized Clinical Trials](#)**
- **[Addressing the Complexity of Decentralized and Hybrid Clinical Trials](#)**
- **[Digitizing the Site Network for Traditional and Decentralized Clinical Trials](#)**



## Emerging Lab Technologies and Innovations

New technologies such as artificial intelligence (AI) and machine learning (ML) are allowing major advancements in biomedical research. AI and ML can assist with remote monitoring, clinical trial data, quality control and extract more detailed information from data using deeper analytical insights.

The life sciences industry is entrusting cloud-based technologies, ecosystems and services to assist with **business transformation initiatives**, research & development and scientific data collection. The cloud has given life science companies the agility to manage and assess large amounts of scientific data, eliminating manual processes and dealing with an issue the industry often faces — **a fragmented and chaotic data ecosystem**.

Data-driven discovery is today's modern approach to drug development, which is being fueled by technologies like **AI and ML** to help make data accessible, searchable, almost instantaneously analyzable and actionable for deep and rapid scientific insights. AI technology has been an important part of the **fight against COVID, the manufacturing of new vaccines and the development of advanced therapies** (ATMP).

The implementation of other new technologies such as virtual reality and blockchain electronic health records are also transforming the healthcare space. Virtual reality-based medical devices are being developed for the treatment of neurological conditions such as **depression** and chronic **lower back pain**.

Technological innovation remains at the cornerstone of almost all scientific discoveries and developments. In 2021, mRNA COVID-19 vaccines were developed amid the relative unfamiliarity of mRNA technology amongst the public. mRNA technologies have been around for at least two decades; however, their first successful application for COVID-19 vaccines has been one of the most significant and impactful scientific innovations in recent years.



Neuromodulation is another burgeoning area rife with innovation and a market that is expected to grow at a **compound annual growth rate (CAGR) of 8.6 percent**. Neuromodulation involves altering the activity of nerves and neural connections in the body through pharmacological or physical stimuli to treat neurological conditions.

Xtalks helps keep audiences informed on the latest innovations in the life sciences through informative webinars available for viewing on demand at no cost. Some popular topics include the use of emerging technologies in applications such as single cell sequencing, pharma manufacturing, digital pathology and the patient journey in healthcare.

- **Recent Success Combining Single Cell Sequencing with AI/Advanced Analytics**
- **5 Metrics That Help to Calculate ROI of Your AI Project in Pharma Manufacturing**
- **The Patient Journey: Using Advanced Technologies to Understand and Improve Healthcare**
- **Cut Pharma Maintenance Costs and Improve Asset Efficiency with AI and Advanced Analytics**
- **Utilizing Cutting-Edge Technologies to Increase Clinical Trial Access and Drive Faster Enrollment**



## Cell & Gene Therapy

Cell and gene therapy (CGT) aim to modulate or treat disease by altering cellular material like protein receptors on a cell or genetic material like DNA or RNA. Both cellular and genetic therapeutic approaches can be used to treat all kinds of disease, including genetic diseases.

Cell therapy is the transfer of human cells into a patient to help cure a disease or repair damaged tissues and cells. New technologies are being used for the transplantation of human cells including hematopoietic (blood-forming) stem cells (HSC), skeletal muscle stem cells, pancreatic islet cells and more. If cells are derived from the patient, they are called autologous cells and if coming from a donor, they are referred to as allogeneic cells.

**Chimeric antigen receptor** (CAR) T-cell therapy is a breakthrough treatment for various diseases and is currently finding its greatest successes in the field of oncology. CAR T-cell therapy involves manipulating the T cells of a patient to express a receptor engineered to target a specific protein on target cells (i.e. cancer cells).

Cells with the newly engineered CAR are then infused back into the patient to target the cancerous cells. So far, CAR T-cell therapies have shown promise for blood cancers like lymphoma, acute lymphoblastic leukemia (ALL), acute myeloid leukemia (AML), myelodysplastic syndromes as well as some other cancers.

Gene therapy is the use of genetic material to prevent, treat or cure disease. For diseases with a genetic cause (hereditary or sporadic), gene therapy targets the disease-causing gene by introducing or replacing it with a normal, working copy of it. The biggest roadblock to gene therapies has been the delivery of genetic material into cells, which can be performed using things like DNA plasmids, viral vectors and lipid nanoparticles.



More recent advances in gene therapies include gene editing. CRISPR is a gene editing technology that is changing the landscape of cell and gene therapies. CRISPR-based therapeutics are being developed for a **range of diseases**, including muscular dystrophy, eye conditions, blood disorders and cancers. Editing genes directly using **CRISPR** technology holds great promise and Xtalks continues to share the latest developments in this exciting new area of CGTs.

CGT research is transforming biomedical research and how biopharma companies are looking to target diseases. CGT is currently a hugely trending topic within the life sciences industry and will remain so in the coming years. In order to learn more about the challenges, insights and latest developments in the area of CGTs, watch the following webinars:

- **[A New Single-Cell Sequencing and Analysis Platform to Accelerate Cell and Gene Therapy Pipelines](#)**
- **[Using CRISPR interference \(CRISPRi\) Viability Screens to Map Long Noncoding RNA Dependencies in Tumor Cells](#)**
- **[Planning the Global Supply Chain Journey for Cell and Gene Therapy Companies](#)**
- **[Changing Times, Changing Therapies: Keeping Up with Advancements in Cell and Gene Therapies](#)**
- **[Osmolality, a Critical Quality Attribute for Cell Line Development and Cell Therapy](#)**



## Clinical Trials Topics and Considerations

Clinical trials evaluate whether a medical treatment (pharmacological intervention or medical device) is safe and effective for human use. However, clinical trials can be complex with various facets and thus there are many other considerations and topics outside of the decentralized, hybrid or virtual context.

Some of these sub-topics include clinical trial diversity, functional service provider models (FSP), patient advocacy, interactive response technology (IRT), cardiac monitoring, **first-in-human trials** (FIH), early clinical development, blood pressure monitoring, cognitive assessments, long term monitoring and digital endpoints among others.

Diversity in clinical trials has become a significant topic in the clinical trial space. Groups marginalized within medical systems due to racial, **gender** and socioeconomic biases are underrepresented within clinical trials.

This is concerning as potential differences in **genetics and physiology** among different groups may not be reflected in trials, which could have consequences for determining whether a treatment works for certain people or not.

Barriers to clinical trial diversity include a lack of geographic access, language, race, health literacy, **linguistic validation** and either being unaware of trials or the importance of participating in them. The medical community must take greater action to foster inclusivity to ensure diverse patient populations are represented in trials.

Pharma and biotech companies often use **functional service providers** for clinical trials as a personnel sourcing model to provide highly qualified staff for clinical operations. Hence, understanding the FSP model and how to manage a partnership are important when conducting clinical trials.



The industry is also shifting towards more patient-centric approaches and as a result, **direct-to-patient** clinical trials are a popular trial design. IRT systems are employed to handle the multiplicity of direct-to-patient trials. IRT is the process of optimizing a product's launch and trial supply management. Sponsors are equipped with the necessary software solutions to help with patient interactions and drug supplies.

Early clinical development is the testing of therapies in humans in Phase I and Phase II trials, which focus on evaluating the safety of an investigational medical intervention. In order to accelerate **early clinical development**, there are a number of considerations such as how to work with a contract research organization (CRO) to create an adaptive, multidisciplinary first-in-human study. A CRO can offer important options like remote **cardiac safety monitoring** for clinical trials.

Xtalks has an extensive selection of webinars on a wide range of clinical trial topics. Here are some webinars on clinical trials that you can browse.

- **[The Added Value of Flow Cytometry in CAR T-Cell Clinical Trials](#)**
- **[Critical Elements of Conducting Early Phase Clinical Trials in the US for APAC Sponsors](#)**
- **[CNS Safety of Drugs in Late Phase Clinical Trials: Using Cognitive Information in Discussions with Regulators](#)**
- **[Overcoming Challenges in Pediatric Clinical Trials With Digital Devices](#)**
- **[Embedding Neuroscience Techniques to Measure Target Engagement in First-In-Human CNS Clinical Trials](#)**



## Imaging and Biomarker Advancements

Medical imaging provides visual representations of the inner body and biomarkers can be used for greater imaging precision. The field of medical imaging continues to advance with sophisticated electronic acquisition methods, image processing and analysis techniques as well as the use of imaging biomarkers to generate more targeted and higher resolution images.

In the early years of medical imaging, imaging technology mainly focused on imaging modalities, beginning from the discovery of the X-ray in 1895 to **ultrasounds**, magnetic resonance imaging (MRI), positron emission tomography (PET) and **computerized tomography** (CT) scans. Today, with greater amounts of data associated with higher resolution images, the secure transmission, storage and assessment of images is becoming increasingly important. Imaging and biomarker advancements are largely influenced by artificial intelligence (AI) and machine learning (ML). The application of **AI and ML** to imaging systems and data platforms is driving the advancement of medical imaging.

Xtalks hosts an array of live and on-demand webinars on imaging and biomarker advancements. Key topics of these webinars include imaging for **immune oncology**, **oncology**, clinical trials, **digital wound care**, **neuromuscular** disorders, **osteoarthritis**, **Parkinson's disease** and more.

The webinars below are highly educational resources for professionals looking to expand their knowledge on the advancement of medical imaging, imaging technology and imaging biomarker solutions.

- **Role of Imaging in Acute Ischemic Stroke**
- **Knee Osteoarthritis Clinical Trial Design: An Imaging-Based Approach**
- **Strategies for Phenotypic Drug Discovery Programs Using High-Content Imaging**
- **The Potential of Advanced Imaging to Show the Early Treatment Effects of Berubicin in Brain Cancer**
- **Transforming CNS Drug Development with Wet Lab and Imaging Biomarker Solutions**



## Life Science Careers & Recruitment

Choosing a career within a life sciences industry can prove to be a fruitful path, especially since the pandemic amplified the demand for **skilled life science professionals**. Pharma and biotech companies must be equipped with the best talent and expertise to ensure both business and clinical functions run smoothly. Candidate sourcing, screening and **interviewing** are important employment practices to consider for life science employers.

**COVID-19** has transformed how work is conducted in the life sciences industry in many ways. The norms of the workplace have changed due to the adoption of hybrid and remote working models. One of the main lessons learned is that the future for life science recruitment is **technology focused**.

With the help of automation, many roles can be digitized and new technical roles can be created. Jobs such as artificial intelligence specialists or machine learning specialists did not always exist several years ago but are now considered highly specialized and in-demand roles.

**Life science consulting jobs** have become increasingly popular and the job prospects look promising. The services life science consultants provide for companies can range anywhere from scientific research and data analytics to regulatory compliance, product development and commercial strategy. In clinical research, there are a plethora of **clinical research jobs** for managing clinical trials that are crucial for bringing effective medicinal drugs to market.

The **medical laboratory industry** consists of medical technicians, medical technologists, lab assistants, pathologists, biologists and geneticists among others, which are important roles within healthcare. Medical laboratory services are critical for diagnostics, treatment, disease monitoring and prevention methods.



Bioinformatics is also a growing career field as jobs related to big data analytics are increasing due to unprecedented amounts of big data being generated in the life sciences owing to new technologies and analytical techniques.

Bioinformaticians combine computer science, mathematics and biology with information technology to better understand data. The fields of medical informatics, health technology, digital health, proteomics and biotechnology are ones to consider as they are in high demand.

Also, be sure to check out our career insights editorial section that is dedicated to helping life science professionals further develop their careers. To explore and apply for carefully curated jobs in life sciences industries, visit [Xtalks Job Search](#).

Watch the following life science webinars that feature leaders within the industry who have shared their stories of being life science professionals and how they have been taking their organizations to greater heights.

- [\*\*Best Practices for HR in Pharma During Uncertain Times\*\*](#)
- [\*\*Fast Track Your CRA Career\*\*](#)
- [\*\*Inside the Minds of People at the Cutting Edge of Life Science: How Great Leaders Think\*\*](#)
- [\*\*Women in Pharma: Navigating the Career Jungle Gym\*\*](#)

Also, be sure to check out our [\*\*career insights\*\*](#) editorial section that is dedicated to helping life science professionals further develop their careers. To explore and apply for carefully curated jobs in life sciences industries, visit [\*\*Xtalks Job Search\*\*](#).



## Cornerstone Content

Cornerstone content includes evergreen topics that the Xtalks community continues to show significant interest in. As such, we help our audiences remain informed about the topics that are important to them. Below are some of the topics that continue to be of interest to life science professionals in the Xtalks community.

### NASH

Non-alcoholic steatohepatitis (NASH) is a severe form of non-alcoholic fatty liver disease (NAFLD) that involves the buildup of fat in the liver, which can lead to harmful conditions such as cirrhosis or liver cancer. NASH is one of the most common chronic liver diseases and there are significant challenges for evaluating therapies in NASH clinical trials.

- **[NASH Populations with Cirrhosis: Drug Development Challenges and Solutions](#)**
- **[Ensuring Success of NASH Trials: Best Practices for Optimizing Operations, Enrollment and Retention](#)**
- **[Deep Phenotyping of the Human Liver for NAFLD \(NASH\) Target Discovery](#)**
- **[Helping NASH Study Sites to Succeed: Insights into Operational Best Practices](#)**

### Rare Diseases

Rare diseases occur at statistically low frequencies and are often very complex. Despite this, nearly one in 15 children are born with a rare disease. Many rare diseases have no effective treatments or cures. Rare diseases include many auto-immune disorders, cancers, metabolic conditions and inherited conditions. Orphan drugs are treatments for rare diseases that are developed by companies without financial benefit as a motivator and are supported by government funding.



The US Food and Drug Administration (FDA) approves/authorizes orphan drugs through its orphan drug designation program, which is a regulatory pathway exclusively for orphan drugs. Xtalks remains committed to offering continuous content on new discoveries, updates and addressing challenges in the rare disease space through webinars like the ones below:

- **[Decentralized Trials for Rare Diseases: Bringing Research to the Patient](#)**
- **[Gene Therapy for Rare Diseases: Strategies to Drive Operations](#)**
- **[Advancing Rare Disease Research with Decentralized Models](#)**
- **[Rare Disease Registries: Practical Ways to Build Trust with Patient Advocacy Groups](#)**
- **[Advancing Meaningful Remote Digital Endpoints for Rare Disease Clinical Trials](#)**

## Pediatrics

**Pediatrics** is the specialized medical care towards infants, children hence anywhere from birth to young adulthood. Pediatricians diagnose conditions such as injuries, infections, cancers and more. Xtalks offers a wide range of webinars on pediatrics:

- **[Overcoming Complex Formulation Challenges: Integrated Strategies for Poor Solubility, Modified Release & Pediatrics](#)**
- **[Decentralized Clinical Trials: Let's Not Forget Pediatrics!](#)**
- **[Overcoming Challenges in Pediatric Clinical Trials With Digital Devices](#)**
- **[The Pediatric Research Equity Act \(PREA\) and Its Implications for Oncology Development](#)**



## Immuno-oncology

Immuno-oncology is a burgeoning field in the area of oncology. Immuno-oncology treatments involve modulating components of a patient's own immune system to destroy cancer cells in the body. Browse our webinars on the latest advancements and insights in immuno-oncology.

- [\*\*Immuno-Oncology – Converting Cancer to a “Chronic Disease”\*\*](#)
- [\*\*Turning Precision Medicine into Action in Immuno-Oncology – Broadcast 1\*\*](#)
- [\*\*Immuno-Oncology: Functional Assays for Immune Checkpoint Inhibitors as Emerging Therapeutics\*\*](#)
- [\*\*Oncology and Immuno-Oncology Precision Medicines: From Hit-Finding to Pre-Clinical\*\*](#)

## Formulation Development

Formulation development is an important area of product development that helps determine the lifecycle, stability and ultimately the success of a pharmaceutical product. The aim is to design a quality drug product with optimal solubility, bioavailability, absorption and stability among other factors. The active pharmaceutical ingredient (API) interacts with the product and affects its stability and effectiveness. Watch the following webinars to gain a more detailed understanding of formulation development in the pharmaceutical industry.

- [\*\*Overcoming Complex Formulation Challenges: Integrated Strategies for Poor Solubility, Modified Release & Pediatrics\*\*](#)
- [\*\*Enabling Clinical Development of Poorly Soluble Molecules Through Formulation Solutions\*\*](#)
- [\*\*Patient-Centric Formulations: Strategies for Differentiated Oral Drugs\*\*](#)



## eClinical Solutions

eClinical technology is used to standardize the way clinical trial data are collected, processed, analyzed and stored. An eClinical system will aim to increase data quality throughout all phases of a clinical study. In our increasingly digitized landscapes, eClinical trial software programs are replacing traditional methods of data collection and analysis, necessitating the need for trial sponsors to train staff in the latest digital eClinical platforms and solutions.

- **Enabling Decentralized Clinical Trials with Seamless, Remote Integration of Devices and eClinical Systems**
- **Enabling Decentralization with Patient-Focused eClinical Solutions**
- **The Significance of a Unified eClinical Platform and Key Considerations to Being 'Truly Unified'**
- **Evaluating an eClinical Provider to Meet the Needs of Modern Trials**

## Pharmaceutical Regulation: Managing Interactions with the FDA (Audits or Submissions)

Regulatory affairs and compliance are critical to ensure the safety and efficacy of drug products. The FDA is the federal body that regulates new and existing human drugs. Thus, knowing how to navigate FDA submissions and audits is essential as some requirements can be subject to frequent changes or revisions, or others may be long overdue for changes. Pharmaceutical regulation is always a topic of interest for life science audiences as professionals must ensure they are informed on the latest FDA regulatory guidelines.

- **How to Avoid Significant Delays in Multi-country Studies Due to EU 536/2014 Clinical Trial Regulation**
- **How to Implement a Real-World Data Study for Regulatory Decision-Making Following the New FDA Draft Guidance**
- **Oncology eCOA – What the New FDA Draft Guidelines Tell Us**
- **Achieving Compliance: Pharma Annual Deadlines**



## Pharmacovigilance

**Pharmacovigilance** is also simply known as drug safety and involves detecting, monitoring and assessing the potential adverse effects of drugs. Pharmacovigilance helps to identify known and/or potential risks associated with drugs, and is in place during early stage trials through to commercialization and post-marketing surveillance once a treatment has been approved or authorized. Adverse events can be reported during clinical trials, by individuals or clinicians when the drug is in the market or through periodic or aggregate reporting of adverse events once a drug is approved and in the market.

- **What is the Link Between Pharmacovigilance and Building Confidence Around COVID-19 Vaccines?**
- **Improving Pharmacovigilance Outsourcing with Modern Technologies**
- **Pharmacovigilance Audit Failures: What's Still Going Wrong?**
- **New Models for Fostering Innovation in Pharmacovigilance**

## Real World Data

Real world data (RWD) is observational patient health data which can come from different sources, including electronic health records, health status, health claims and at home health settings. Real-world evidence is derived from analysis of RWD, which includes the benefits and risks associated with medical products.

- **Real World Data Mapping – Identifying and Navigating Data Sources Globally**
- **Let's Get Real: The Growing Importance of Real-World Data and Real-World Evidence in Regulatory Decision-Making**
- **Use of Large Real-World Datasets to Improve Practice Guidelines and Clinical Study Designs in Metabolic Diseases**



# Pharmaceuticals

It is evident that pharma and biotech companies have faced numerous challenges, but simultaneously experienced epic scientific breakthroughs throughout the last two years. Recent trends show that there has been a large shift towards digitization and data-driven models to enhance scientific research. Moreover, forward thinking companies that are able to stay up-to-date with digital transformation and emerging trends will thrive in the sector.

In some ways, Xtalks aims to be the Netflix of the B2B life science industry. Xtalks is becoming an increasingly important vendor selection tool due to our volume of high quality webinar content for professionals within the life science industry overall. If you're looking to host a life science webinar then contact us [here](#).