



Defining Data: RWD vs. PRO vs. HRO

The healthcare industry is saturated with valuable data—from claims and EMRs to patient-reported measures and personal wellness journals.

As researchers, it's crucial to integrate and analyze all this information to recognize the complete patient story, boiling the ocean down to what truly matters to your unique objectives. With patient-informed insights, you start to uncover links that might be the answer to healthier generations to come. But it all starts with an understanding.

Here's a breakdown of patient data by type.

RWD

Real-world data (RWD) relates to patient health and care delivery and is collected from various sources outside of the clinical trial environment, including EMRs, claims information, wearables, and home sensors.

PRO

Patient-reported outcomes (PRO) are standardized reports of a health condition directly from the patient, without interpretation by a clinician or other professional.

HRO

Home-reported outcomes (HRO) account for any health observation reported directly by patients or caregivers outside of the clinic via in-app tracking adjusted to the specific experience of each condition and user. When coupled with validated PROs and relevant RWD, HROs offer longitudinal datasets of symptoms, outcomes, and care.

Let's Compare & Contrast

PROs and HROs are powerful methods of collecting patient health data—but how do they differ?

CAPABILITY	PRO	HRO
Collects patient-generated health data	✓	✓
Collects caregiver-generated health data		✓
Tracks day-to-day health observations outside of the clinic		✓
Available in patient-facing apps	✓	✓
Customizable to experiences of each condition	✓	✓
Customizable to experiences of each user		✓
Leverages real-time data collection or short-term recall periods	sometimes	✓
Patient-facing integrations with other datasets (e.g., claims, EMRs, clinical trials, etc.)		✓
Post-hoc integrations with other datasets for analysis	✓	✓
Supports longitudinal data collection		✓
Data is entirely owned by the patient or caregiver		✓
Data is leveraged in care settings		per user discretion

Folia Health is the founder of HROs, the next generation of patient health data, transforming lived experiences into valuable insights for more effective research and care. **Get in touch** with the experts in HRO collection and analysis to learn more about precise patient-driven research.



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