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NEWSLETTER · IN CONVERSATION WITH MATT VEATCH

Real-world evidence, grown up

Matt Veatch — co-founder and COO of Navidence — on turning real-world data into something the industry can actually trust, and the decentralised future he's been helping build.

Matt Veatch has spent more than twenty-five years advising life-science organisations, and now co-leads Navidence as its COO. He's a driving voice behind the Real World Wednesdays podcast and a board member of the Decentralized Trials and Research Alliance — which puts him squarely at the two frontiers of where evidence is heading: real-world data, and trials that meet patients where they are.

> Real-world data only matters when someone can actually trust it.
>
> — Matt Veatch, on Pharma Prescribed

From data to evidence

The real-world-data conversation has moved past 'we have lots of it' to the harder question of whether any of it is trustworthy enough to act on. Matt's work sits on that fault line — the operational discipline that turns messy real-world data into something a regulator, or a clinician, can stand behind.

Decentralised, for real

His DTRA board seat isn't ceremonial. Having watched decentralised approaches move from novelty to expectation, he's practical about what actually works at scale versus what merely demos well — the difference between a pilot and an operating model.

Thinking out loud, weekly

Real World Wednesdays is part of the point: Matt does his sense-making in public, shaping how the field talks about evidence rather than waiting to publish a verdict. In a fast-moving area, that willingness to reason openly is its own contribution.

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Listen to the full episode

Matt Veatch on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

Matt Veatch *is the co-founder and COO of Navidence and a board member of the Decentralized Trials and Research Alliance.*