



PHARMA PRESCRIBED .COM

NEWSLETTER · IN CONVERSATION WITH WENDY TURENNE

Regulatory-grade real-world data

Wendy Turenne — 'Real World Wendy' — on turning messy real-world data into evidence regulators will accept, and what a career across providers, payers and government reveals about the data ecosystem.

Wendy Turenne is known across the industry as 'Real World Wendy', and the nickname is earned. Most recently Chief Data Officer and SVP of Evidence Solutions at Aetion, she led global teams turning real-world data into regulatory-grade evidence for pharma, biotech and health authorities. Across twenty-five years spanning providers, payers, health tech and government, she's built analytics capabilities and scaled delivery — and now advises independently on data maturity and evidence strategy.



Real-world data isn't evidence until you've done the hard work to make it so.

— Wendy Turenne, on Pharma Prescribed

The gap between data and evidence

The phrase 'regulatory-grade' does a lot of work. Wendy's career is essentially about the distance between having real-world data and having evidence a health authority will accept — a distance measured in governance,

provenance, method and discipline. It's the unglamorous part, and it's the part that decides whether real-world evidence is trusted or dismissed.

A whole-ecosystem view

Having worked across providers, payers, health tech and government, Wendy sees the data ecosystem from angles most specialists never do. That holistic view is why she can advise on data maturity credibly: she's watched the same data behave very differently depending on who holds it and why.

Impact on her own terms

Now independent, she's chosen to make her impact by advising life-science companies and data providers on operational readiness and evidence strategy. It's a deliberate move from running the machine to helping many organisations build theirs — leverage over a single seat.



Listen to the full episode

Wendy Turenne on Pharma Prescribed — at pharmaprescribed.com
and wherever you get your podcasts.

Wendy Turenne is an independent real-world-data and evidence-strategy consultant, formerly Chief Data Officer at Aetion.