
LINK
MEDICAL
RWE
Real-World Evidence.
Nordic Presence.
Valuable Insights.
From data to evidence – LINK Medical guides your path through the RWE landscape.
LINK Medical provides comprehensive Real-World Evidence (RWE) services supporting pharmaceutical, biotech, and medical device companies across the entire product lifecycle—from early market access strategies to post-authorization safety and efficacy studies.
By transforming Real-World Data (RWD) from health records, registries, patient-reported outcomes and insurance claims, into actionable insights, we help demonstrate treatment effectiveness, safety, and patient value in real-world settings while meeting regulatory and market needs.
Need RWE support? Let's connect
bd@linkmedical.com
Your LINK to // innovation & health
LINKMEDICAL.EU
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Meet our RWE team

Hedda Magnusson
Director Real-World Evidence

Hedda Magnusson, MSc in Pharmacy, leads LINK Medical's RWE department, bringing over 20 years of experience in clinical development and epidemiological research across diverse indications and development phases. She ensures all RWE activities comply with necessary and relevant regulations tailored to each project's categorization, combining cross-functional project management, regulatory expertise, hands-on Nordic experience, and a strong commitment to staff development, quality, and client satisfaction.

3–6 months

For RWE studies with primary data collection, the time from protocol to first participant and data collection is typically only three to six months.

12+ months

In general, the time you need to wait for data delivery in RWE studies involving registries or secondary data is at least one year.

Why RWE services from LINK Medical?

Nordic Strength – Strong local presence in the Nordics, ideal for RWE and registry studies.

Regulatory Expertise – Deep knowledge of country-specific and global RWE requirements.

Flexible & Integrated Design – Prospective/retrospective studies with full-service support from protocol to publication.

Tech & Quality Focus – Partnerships with modern RWE platforms, conducted with scientific and ethical rigor.

Examples of Study Types:

- Observational Studies **(OR)**
- Non-Interventional Studies **(NIS)**
- Post-market Clinical Follow-Up Studies **(device)**
- Post Authorisation Safety Studies **(PASS)**
- Post Authorisation Efficacy Studies **(PAES)**
- Disease Registry Studies
- Burden & Cost of Illness Studies
- Health Economic & Outcomes Research **(HEOR)**
- Restrospective Cohort Studies
- External Control Arm Studies **(ECA)**