

MEDS Perform:

The life sciences industry invests over \$100 billion annually in clinical research and development, and seeks ways to accelerate trial success while controlling cost. Progress is inhibited by complexity of operations, variability in data silos, and resource constraints. Many life sciences executives do not have good visibility into the operational performance or effectiveness of their clinical trial portfolios, making it difficult to achieve their aspirations for continuous improvement.

To address these challenges, Medidata created MEDS Perform (formerly Operational Performance Analytics (OPAL) Diagnostics). MEDS Perform enables senior executives, therapeutic area leaders and clinical operations experts to measure and manage the operational performance for their clinical development investments. This unique operational dashboard provides an at-a-glance view into sponsors' clinical operations, relative to their industry peer group, that is quantitative, objective and helps customers identify and address sources of systematic inefficiency in their trial portfolios.

MEDS Perform is the only turnkey executive analytical dashboard that empowers life sciences companies to bring their drugs to market faster by benchmarking their trial portfolios against the industry's largest harmonized store of clinical trials data.

Management Action in Three Clicks

Medidata MEDS Perform provides executives with a strategic view of their overall operational performance across their clinical trials portfolio and in specific therapeutic areas. It enables them to drill into a particular study to see study-level performance and identifying information. If desired, executives can even delve further into site performance and site-level details to see which sites outperformed or underperformed, and take action as needed.

Quickly Diagnose and Focus on Areas of Below-average Operational Performance

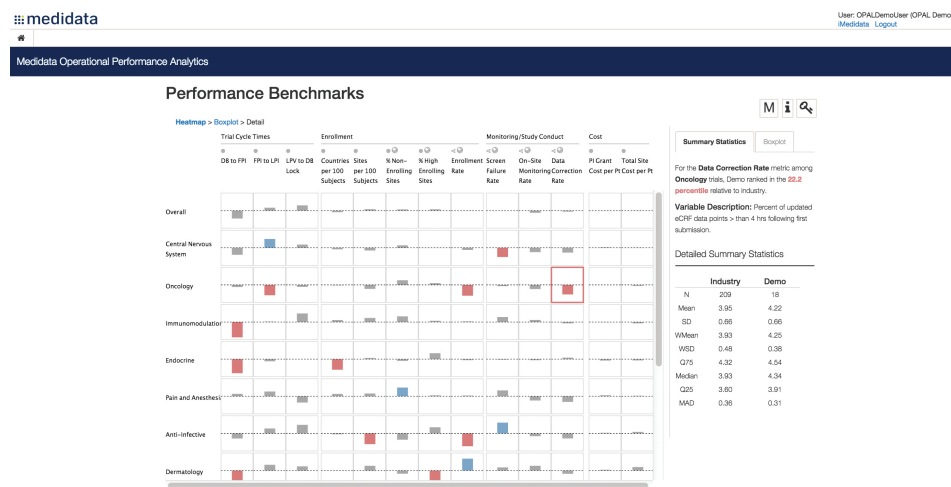
MEDS Perform provides Rave EDC (formerly Rave) customers turnkey benchmarks for operational performance across 13 metrics that quantify the key elements of clinical trial management. Customers can see where they might improve trial performance, allowing them to set clear, measurable and achievable operational goals.

MEDS and AI

Rich Data Capture Leads to Pioneering Analytics

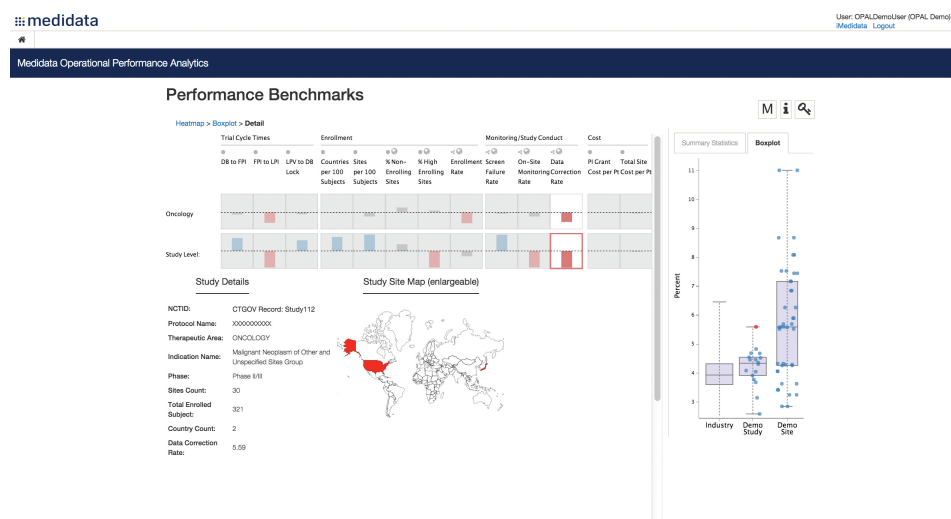
MEDS and AI embeds actionable intelligence for every decision in clinical development. Underpinned by the Medidata Enterprise Data Store (MEDS), this cross-sponsor clinical data repository of deidentified study data contains the scientific and operational data from over 13,000 studies, half a million site/sponsor interactions, and 3.8 million patients. This data store is then aggregated and standardized in a variety of ways to supply data sets. These data sets power artificial intelligence (AI) use cases spanning advanced benchmarking visualizations, machine learning, and more.

MEDS and AI powers smarter decision making. It utilizes cross-sponsor benchmarking to improve patient enrollment and study execution. It also uses predictive analytics and machine learning to power intelligent processes such as risk-based monitoring and genetic clustering. MEDS and AI also addresses the growing challenge of patient scarcity. Medidata's Synthetic Control Arm enables organizations to leverage historical controls from statistically similar indications and studies to reduce the need to recruit new control patients.



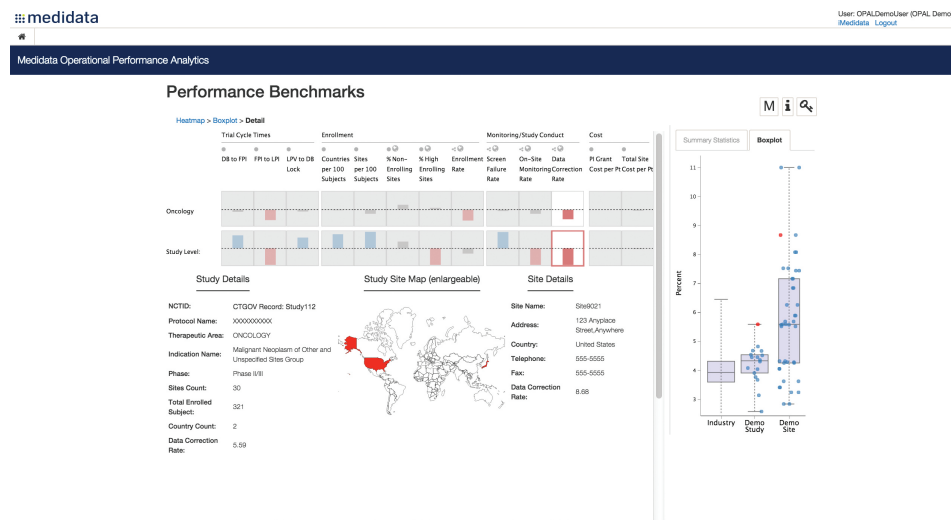
Dynamically Drill Down into Studies and Sites

Drill down from the portfolio level to each therapeutic area, study and site to analyze root causes of sub-par performance. Users learn from prior successes and failures where to improve (e.g., slow recruitment, poor data quality, long cycle times), and objectively monitor progress by tracking metric values over time.



Take Action to Improve Systematic Performance Gaps

Life science leaders can use MEDS Perform to identify systematic performance deficiencies and identify over-performers. Users may see trends in operational performance across a therapeutic area or within a metric category. Armed with this powerful cross-portfolio view created from Medidata's unique data assets, leaders can take action by setting organizational goals for therapeutic area heads, regional leads and study teams to encourage positive performance and develop corrective action when necessary.



About Us

Medidata is reinventing global drug and medical device development by creating the industry's leading cloud-based solutions for clinical research. Through our advanced applications and intelligent data analytics, Medidata helps advance the scientific goals of life sciences customers worldwide, including over 950 global pharmaceutical companies, biotech, diagnostic and device firms, leading academic medical centers, and contract research organizations.

The Medidata Clinical Cloud® brings a new level of quality and efficiency to clinical trials that empower our customers to make more informed decisions earlier and faster. Our unparalleled clinical trial data assets provide deep insights that pave the way for future growth. The Medidata Clinical Cloud® is the primary technology solution powering clinical trials for 18 of the world's top 25 global pharmaceutical companies and is used by 18 of the top 25 medical device developers—from study design and planning through execution, management and reporting.

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