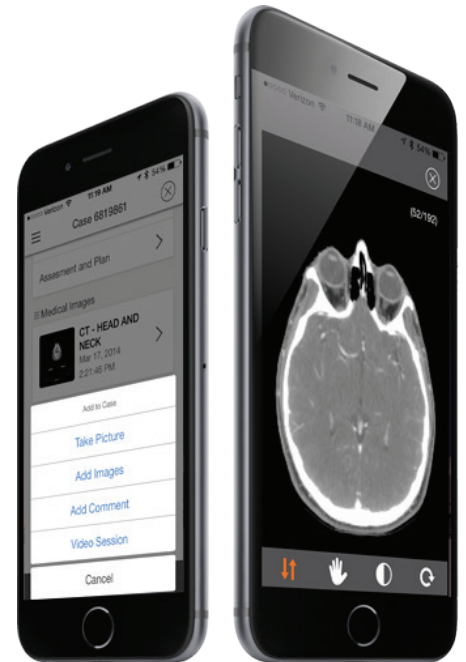# Medidata Telemedicine

Around the world governments, healthcare facilities, and clinicians are challenged to create more efficient, effective, and accessible healthcare. This has forced facilities to introduce new healthcare models to optimize clinician resources, to more rapidly assess and treat patients, to increase patient throughput, and to engage patients in their own care.

This focus on new healthcare models coupled with advancement in technologies is driving the application of telemedicine. By enabling real-time clinician collaboration, telemedicine leverages healthcare resources and drives better, faster patient care and expands care to patients regardless of physical location.

Medidata helps Medical Device and Life Sciences companies bring Clinicians and Patients together to support better, faster, more accessible healthcare.

Medidata's solution provides:

• Secure, HIPAA compliant video chat, text communications, and medical image and file sharing

• Ability to rapidly share and annotate any and all forms of patient information

• Ability to document care path decisions

• Can be deployed on any type of device

• Easily integrates with any hospital IT system

The American Telemedicine Association estimates that more than 15 million Americans received some form of telemedicine care in 2015, and they estimate that to increase by 30% in 2016. Major insurance carriers now include telemedicine coverage. And major healthcare facilities are reporting lives saved, reductions in patient length of stay in hospital, and reduced healthcare costs[1].

But there are often challenges to implementing technology to support a telemedicine program - lack of security or HIPAA compliance, inability to manage all types of images and data, inability to support mobile platforms, and complexity in deployment are common barriers.

Medidata eliminates these barriers and supports clinicians in a variety of care goals - from time critical decisions like heart attack and stroke, to expanding access to patients, to engaging patients in their own care with the variety of devices and apps available for home use.

Use cases:

- Stroke victims who receive prompt, life-saving diagnoses in local emergency rooms via video "telestroke" consultations

- Virtual ICU and remote access

- Management of patients post-discharge or patients with chronic conditions who can interact with their clinicians without having to visit their office or hospital ER, and who can use home-monitoring devices to transmit physiologic data to their clinicians

- Patients in under-served rural areas whose clinicians can use interactive video to communicate with local care team members or directly with the patient

Medidata allows you to expand your capabilities to reach and engage more patients, while improving outcomes and reducing costs.

About Medidata

Medidata is reinventing global drug 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 nearly 800 global pharmaceutical companies, innovative 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 17 of the world's top 25 global pharmaceutical companies, from study design and planning through execution, management and reporting.

info@mdsol.com | mdsol.com
+1 866 515 6044

1 - http://www.reuters.com/article/usa-healthcare-telemedicine-idUSL1N14B20B20151223

Medidata Clinical Cloud®

Cloud-based clinical research solutions | Innovative technology | Data-driven analytics
Reduced costs | Improved time to market | Faster decisions | Minimized risk