

# Medidata Commercial Solutions: Preoperative Planning

Medidata is committed to supporting medical device companies to achieve their goals of improving patient care and delivering life-changing devices to market. For nearly 20 years Medidata has focused on providing medical device and life sciences companies around the world with the tools they need to meet their goals. Medidata powers initiatives of 16 of the top 20 medical device companies, and 17 of the top 25 pharmaceutical companies, and processes nearly half a billion medical images annually<sup>1</sup>.

The Medidata Commercial Solutions platform combines real-time sharing of medical images and patient data, and video collaboration with robust viewing and analysis tools to enable faster, more efficient, and more effective preoperative planning for medical device representatives, surgeons, and healthcare providers.

The Medidata Commercial Solutions platform eliminates common pain points of the pre-operative planning process. Improving the quality of the preoperative plan, and reducing time and costs for both healthcare providers and medical device companies.

Traditionally, preoperative planning has been a manual process — manual acquisition and delivery of patient data and medical images; manual analysis and evaluation of the patient information.

This creates numerous inefficiencies that add costs and delays, compromise quality, and consumes the valuable time of medical device representatives, surgeons, and healthcare providers:

- Medical device representatives driving to physicians' offices to acquire or review patient data and medical images
- Shipment of CDs among imaging center or radiology, surgeon, and medical device company
- Non-secure, non-HIPAA compliant texting of medical images by medical device representatives and healthcare providers
- Lack of security and HIPAA compliance
- Inefficient collaboration and inability to leverage all clinical resources
- Inability to precisely measure anatomy and identify achievable surgical correction
- Lack of visibility and documentation of activity
- Limited ability to support custom instrument and implant manufacturing

## Medical Device Representatives

Spend valuable time on direct selling opportunities and high quality, high value support activities

## Surgeons and Healthcare Providers

Rapidly create an optimized pre-surgical plan, supporting their goals of improving patient outcomes and reducing costs

## Custom Surgical Instrument and Medical Device Manufacturers

Rapidly create accurate and precise custom surgical instruments and medical devices



The Medidata platform connects medical device representatives, surgeons and healthcare providers, enabling real-time, secure, HIPAA-compliant sharing of patient data, labs, and medical images, of any type, modality, and size. Robust image viewing and analysis tools, and real-time text and video collaboration enables rapid, precise preoperative planning.

The Medidata platform provides key capabilities at each stage of the preoperative planning process:

#### Patient Data and Medical Image Acquisition

- Direct integration with PACS and EMR systems: patient history, lab tests, and imaging studies can be automatically “pushed” from imaging centers or “pulled” via query from the physician’s office for real-time patient data and medical image acquisition with no manual process
- Web-based, easy-to-use interface: additional patient data, case notes, and medical images of any form (radiology, photos, ECG, etc.) can easily be shared in real time with no manual process
- HIPAA-compliant: data sharing and communications between medical device representatives and healthcare providers is secure and compliant to protect ePHI
- Image acquisition from any site, any system, any network, any device

#### Analysis and Planning

- Flexible image viewing on any device: View and manipulate single or multiple images on any mobile or laptop device, for a complete view of the anatomy
- Robust measuring and analysis tools: Precisely measure and locate anatomy and landmarks, to identify optimal approach and surgical correction
- Automated, real-time collaboration: Easily share patient data and images with referring physicians, surgeons, or medical device representatives to get rapid, quality inputs and optimize preoperative plan

#### Preoperative Plan and Custom Manufacturing

- Complete case report: Pre-surgical plan and images, including measurement information and implant sizing available in electronic viewing or multiple file formats
- Custom manufacturing: Original and annotated images and files can be exported to custom instrument and implant manufacturers

The Medidata Commercial Solutions platform provides value to all involved in the preoperative planning process:

**Medical Device Representatives:** Spend valuable time on direct selling opportunities and high quality, high value support activities

- Eliminate time spent driving to physicians' offices to acquire or review patient data and medical images
- Ensure HIPAA compliance, eliminate common non-compliant activities like text messaging or photos
- Rapidly leverage depth and breadth of clinical knowledge across the organization
- Visibility into lost opportunity and non-addressable surgical cases

**Surgeons and Healthcare Providers:** Rapidly create an optimized pre-surgical plan, supporting their goals of improving patient outcomes and reducing costs

- Real-time collaboration with peers and medical device representatives
- Real-time access to all information necessary for preoperative planning
- Robust tools to analyze images and determine optimal preoperative plan

**Custom Surgical Instrument and Medical Device Manufacturers:** Rapidly create accurate and precise custom surgical instruments and medical devices

- Real-time access to original and annotated images
- Precise measurements of anatomy, surgical approach and correction, and medical device materials and sizing

Medidata allows you to create added value for your surgeons and make your sales teams more efficient.

## 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. Data on file.

### Medidata Clinical Cloud®

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