

Powering Your mHealth-enabled Trials with Medidata Patient Cloud

Now more than ever, the life science industry is moving towards a more patient-centered approach to healthcare. This is a great opportunity to engage patients and create better partnerships with them. The clinical trial space is an excellent channel to leverage mobile health (mHealth) technologies. mHealth provides data that is real-time, continuous and objective; and it also provides data that was previously inaccessible, so we can understand if the patient is indeed getting better from their treatment.

Medidata's Patient Cloud is the mHealth solution that captures data from apps and wearable sensors to accelerate patient-centric clinical research. Using Patient Cloud, studies can capture a richer, more complete dataset, improve the patient experience and run more efficient trials. By “instrumenting” patients with sensors, wearables and apps, researchers gain a better understanding of patient outcomes, from response to therapy to the potential for digital biomarkers. As part of the Medidata Rave Clinical Cloud, Patient Cloud offers unprecedented visibility into the patient experience, providing researchers with nuanced insight into patients’ progress and the safety and efficacy of therapies.

eCOA



AppConnect™



Wearable Sensors



Comprehensive ecosystem of apps and sensors

Quick and easy access to technology is an important consideration for every mHealth-enabled trial. Medidata Patient Cloud’s comprehensive ecosystem of apps and sensors is designed to meet these needs. Patient Cloud enables patient data collection through an electronic clinical assessment outcomes (eCOA) app for Android and iOS devices and a software development kit (SDK) to support additional mobile apps. Setting up an mHealth-enabled trial, capturing and accessing data are further simplified by Patient Cloud’s pre-integrated access to over 200 sensors.

Clinically relevant, reliable mHealth data

Medidata understands the importance of moving your trials safely and efficiently through regulatory pathways to market. For this reason, we’ve ensured that the data aggregators have secure authentication; that data ingestion and cloud storage is scalable and flexible for your trial’s needs; and that there is a complete, unified audit trail that meets regulatory standards. So even though you will receive rapid delivery of your clinical mHealth data, the way you receive it will always be safe and compliant with regulations. This means that you can focus on how well the patients are doing under treatment.

The Value of mHealth

- **Better data.** mHealth provides better data, which promotes better science. mHealth technology harnesses more objective, continuous and nuanced data. It also captures previously inaccessible data, providing you with a fuller picture of the patient and of the safety and efficacy of treatments.
- **Improved patient experience.** Mobile technologies allow patients to go about their day with less intrusion from the studies they participate in, which means better patient compliance and the opportunity to reduce site visits. mHealth also has the potential to readily update patients on study information and keep them engaged in the trial, allowing them to comply to protocol more easily.
- **Greater trial efficiency.** Since mHealth data arrives directly from the source, data collection requires no transcription and therefore moves at a faster pace. Data is cleaner and no manual data entry is needed, which means less burden on the sites.

Unified data and deep operational insights

We enable seamless integration with clinical data in the Medidata Rave Clinical Cloud, expertise in implementation of apps and sensors as well as visualization dashboards and analytics to provide key clinical trial insights.

Medidata Patient Cloud: The Solution to Your mHealth-enabled Trials

Patient Cloud is Medidata's mobile health solution for collecting patient-centric data in a regulatory compliant manner for clinical research. It consists of three ways to collect and integrate data into the Medidata Clinical Cloud:

eCOA is a mobile app that collects responses to questionnaires and diaries.

- Text- and scale-based questionnaires configured easily within Medidata Rave® EDC with no custom development
- Flexible implementation model delivered as full-service or fully enabled
- Available on iOS and Android

AppConnect is an SDK to integrate existing or custom apps with the Medidata Clinical Cloud.

- Ability for developer to build mobile app front-end while Medidata manages back-end data flow
- Flexibility to gather and process data from nearly any type of app
- Compatible with Apple ResearchKit

Wearable Sensors is a data ingestion platform that collects data from biosensors and wearables.

- Access to over 200 consumer and medical grade sensors
- Summary views of data in Rave, and full raw data streams for detailed analysis and dashboards
- Visualization and analytics dashboard, our charter innovation program to view patient compliance and data quality

About Medidata

Medidata is leading the digital transformation of life sciences, with the world's most-used platform for clinical development, commercial, and real-world data. Powered by artificial intelligence and delivered by top ranked industry experts, Medidata helps pharmaceutical, biotech, medical device companies, and academic researchers accelerate value, minimize risk and optimize outcomes. Medidata and its companies, Acorn AI and SHYFT, serve more than 1,200 customers and partners worldwide and empower more than 150,000 certified users every day to create hope for millions of patients. Discover the future of life sciences:

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Medidata Rave Clinical Cloud

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