As the science of clinical research becomes more complex, so too have clinical trials.

**PROTOCOL DESIGN COMPLEXITY INCREASES 2001-2005 vs. 2011-2015**

↑ 59%  
In Procedures

↑ 25%  
In Planned Visits


Increases in procedures and visits increase the study’s costs, complexity and site/patient burden. This can ultimately lead to study execution challenges.

Medidata’s #1 Rated Professional Services team has 25+ years of extensive pharma/CRO industry experience and expertise. It leverages data from 1500+ Protocols from 200 Sponsors in 15 TAs from the past 5 years to take a data-driven approach to protocol optimization.

**SUCCESSFUL STUDY DESIGN TAKE A DATA DRIVEN APPROACH**

- **Optimize Procedure Selection & Frequency**
- **Improve Line of Site**
- **Reduce Site & Patient Burden**

Which leads to a lean and objective site and patient-centric trial design that meets the clinical and statistical outcomes of the trial.

**FLEXIBLE SERVICE OPTIONS TO FIT ANY SITUATION**

- **RAVE DESIGN OPTIMIZER AS A SERVICE**  
  Medidata Protocol Mapping Service & Analysis by Medidata Experts

- **RAVE DESIGN OPTIMIZER PARTIAL ENABLEMENT**  
  Medidata Protocol Mapping Service & your team formulates the analysis via web portal

- **RAVE DESIGN OPTIMIZER FULL ENABLEMENT**  
  Medidata Protocol Mapping Service & your team formulates the analysis via access to the tool