# Global CRO Adopts Rave Imaging– Supports Study Set Up in Just Four-Six Weeks

The medical imaging division of a global provider of drug development solutions and services to pharmaceutical, biotechnology, medical device, and government and public health organizations, was eager to explore how technology could support an increased volume of work. Enter Medidata's Rave Imaging, which gave them the scalability and efficiency it sought, creating benefits for sponsors, image readers, and investigators.

## The Challenges: Meet Growing Demand with Scalable Technology

Sponsors are increasingly turning to image-based biomarkers to assess the effectiveness of therapies – particularly in oncology and immunotherapy. Faced with such demand, the global CRO was looking for a new platform that could scale with its business. "We have experienced, passionate, and capable people who work hard to deliver results to our sponsor clients," explains the Vice President of Medical Imaging. "But needed a new solution to scale the way we capture, manage, analyze, and deliver imaging data."

Specifically, the cross-functional team charged with selecting new technology wanted a system that would reduce the company's cycle times, maintain high quality standards, and give its sponsors more visibility into imaging results.

## The Solution: Integrated Imaging and EDC Systems

In looking to transform its business digitally, the CRO turned to Medidata's cloud-based solution, Rave Imaging. The company's Clinical Research Services already had a long-standing relationship with Medidata as a supplier of Rave EDC. "We saw instantly that there would be advantages to integrating our EDC and imaging systems," notes the head Medical Imaging's Innovation and Design.

## A WIN-WIN FOR THE CRO AND SPONSORS

The global CRO's use of Rave Imaging and its accreditation as a developer is a competitive advantage for them and has been a deciding factor for several sponsors in selecting an imaging partner. "Most of our sponsors use Rave EDC, and the fact that our image data can be automatically uploaded into their system is a big plus," notes senior management. "It's just a win-win."

Ultimately, Rave Imaging dramatically accelerates system set up, speeds imaging timelines, improves image quality, and provides sponsors with visibility to images.

**::: medidata**

"And, we were not only familiar with Medidata, but appreciated that the company's imaging software had been successfully supporting trials for well over a decade."

Ultimately, according to the CRO's Imaging's Director of Technical Management, the team recognized that Medidata's configurable solution was created by people who "really get how imaging studies are run." She says, "The capabilities from blinding to meeting privacy requirements are above and beyond any other product available."

In preparing their business case to support their recommendation of Medidata's Rave Imaging solution, the selection team intentionally submitted more conservative ROI estimates than their analysis actually produced, thinking that senior management would think the proposal "looked too good to be true." Nonetheless, Rave Imaging was chosen and the CRO had its first study up and running within two months, and now is using it for dozens of studies. The CRO then went a step further to become Medidata's first accredited partner authorized to sell, build, and set up Medidata Imaging software - a service that saves time in meeting sponsor's study needs.

## The Results: Streamlined Processes, Accelerated Timelines, and Greater Visibility

The CRO team has been gathering metrics on the savings Medidata's Rave Imaging solution is delivering, noting that the overarching benefit is time saved – time at sites with the CRO, and ultimately for sponsors in the drug development timeline. Rave Imaging has:

- **Slashed the time from charter to "go live" by 86 percent.** The company can now set up a new imaging study in just four to six weeks, which quadruples their capacity and accelerates sponsors' timelines. This makes it easy for them to quickly convert exploratory studies that begin as "collect and hold" projects to studies that pursue submission to regulatory authorities.

- **Reduced image queries by 24 percent.** Rave Imaging uses automated edit checks to help ensure that the right image is uploaded the first time, *while the patient is still on site.* This spares patients the need to return to sites and saves costly back-and-forth communications with sites.

- **Cut image prep time by 66 percent.** Images are now ready to be read the same day that they are received.

**STUDY SET UP IN 4-6 WEEKS**

# 24%↓
FEWER IMAGE QUERIES

# 66%↓
CUT IN IMAGE PREP TIME

::: medidata

- **Shaved two minutes off every baseline read.** Radiologists, among the most expensive resources in imaging trials, can operate more efficiently.

- **Streamlined the reconciliation process.** When Rave Imaging is integrated with Rave EDC, the cumbersome process of reconciling image records at the close of a study is all but eliminated.

- **Provided sponsors with unprecedented visibility.** Sponsors can monitor queries and view images in near real time, allowing them to catch issues early, before they become chronic problems.

The CRO's Medical Imaging's "digital transformation" has not just been about the end result. The process has also been important. "Medidata involved us as partners in designing the solution," offers senior management. "We collaborated as subject matter experts, and enjoyed transparency, knowledge sharing in both directions, and executive support. This has made the final product so much more valuable in meeting everyone's needs."

## About Medidata

Medidata is leading the digital transformation of life science, 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 1,300 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 science:
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