JOINT MARKETING OPPORTUNITIES

To fulfil our collective mission of delivering a value-driven, end-to-end clinical development experience for patients and sponsors, amplify this impact and accelerate business, Medidata leverages a variety of marketing and communication tools, including press releases, webinars, blog posts, social media and case studies. Below is an outline of communication tools that have helped our partners maximize returns through joint marketing and sales initiatives.

Medidata-Issued Press Releases

A press release is a formal announcement that is written and approved by both organizations. A successful press release should announce some kind of news (i.e., partnership milestones of 5 or 10 years, new customers, awards, etc.)

Examples:

PAREXEL and SHYFT Analytics Partner to Deliver Faster, More Dynamic Real-World Data Studies

Pharm-Olam Unifies Data on Medidata Cloud, Eliminating Silos

Medidata and eClinical Solutions LLC Mark 10-Year Anniversary Milestone With Expansion Agreement to Adopt Medical Imaging and Workflow Solutions

Ready to get started?
Contact your Medidata Account Manager for more details.

::: medidata

Partner-Issued Press Releases

Partners may issue their own press releases to announce milestones, accreditation in a specific Medidata product, etc.

Examples:

PPD Receives Medidata Accelerator Award for Clinical Trial Innovation

PHASTAR Enters Technology Partnership With Medidata

Blog Posts

Blog posts are a great way to share partnership updates and to showcase thought leaders from partner organizations. Topics might include takeaways from a recent conference, a Q&A with a partner, or commentary on an interesting industry trend.

Examples:

Top Three Agile Data Management Strategies — eClinical Solutions

Social Media Posts

With a combined 38K+ followers, Medidata has an active social media presence on both Twitter and LinkedIn. The corporate communications team frequently shares content that promotes Medidata's products and events, as well as industry trends, news and any jointly developed content or activities.

Examples:

Twitter
Medidata @Medidata Jun 28

Katrina Rice, EVP of professional services @eClinical_Sol, explains how to adapt some key principles of the Agile Development Methodology to ensure a successful trial execution and services delivery. Read the #blog to find out more:

http://bit.ly/2Hs8s8t

#ClinicalTrials

LinkedIn
Medidata: As we continue to highlight key milestones in our 20-year history: In 2017, Chiltern & Medidata marked 10-year anniversary in bringing cloud-based technology to clinical development!

http://bit.ly/2XrZXjd

#Medidatians #LifeSciences #ClinicalTrials #ForABetterTomorrow #ClinicalResearch

Case Studies and Customer Success Stories

Case studies provide a one (or two) page written overview of a recently completed successful project as a result of our partnership or of significant improvements in clinical operations and data management processes due to using Medidata technology and Partner resources.

Examples:

PPD utilizes Rave Site Payments with Rave EDC in its pilot payment process program

Global CRO adopts Rave Imaging and meets growing demand with scalable technology

Video Testimonials

Video testimonials are powerful story-telling tools. Medidata's marketing team will work you to produce high-quality videos highlighting both yours and Medidata's brands. Videos are also great alternatives to written case studies or testimonials

Examples:

Aperio unifies data and content on the Medidata Clinical Cloud

PROMETRIKA discusses the advantages of Medidata Platform

Syneos Health talks about how Medidata's best in class technology helps with better collaboration, more efficienct clinical trial processes and winning partnerships

NEXT Sponsorship and Speaking Opportunities

Medidata NEXT is an immersive experience that unites 3000 professionals in Life Sciences across seven global events. At NEXT, you'll have the opportunity to connect with, learn from and be inspired by an array of industry thought leaders.

Examples:

ICON presents efficiencies of a unified imaging and EDC solution at NEXT New York

PROMETRIKA's Head of Clinical Operations, Heather Paden, presents at NEXT New York

Webinars

Partner speakers often provide valuable contributions and additional credibility to these 1-hour online speaking sessions that are hosted by Medidata. Webinar topics emphasize thought leadership or provide in-depth insights into success stories and product demos.

Examples:

Parexel, Forty Seven, Inc and Medidata discuss how early-stage solutions can accelerate clinical development lifecycle

Syneos Health and Medidata present a webinar on strategies for implementation of eCOA with a solid foundation of technology, service and science.

White Papers

White Papers are highly technical and in-depth assets presenting a new concept or an authoritative stance on a given topic. The focus of a these tools are more to highlight thought leadership and less to pitch a product or service.

Examples:

Medidata partnered with Accenture to write about the "Practical Considerations of a Successful RBM Implementation".

Medidata partnered with Advanced Clinical to write about "Finding the Right Technology for your Clinical Development Plan"

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