

Medidata Professional Services: Clinical Research Value Realization through Medidata Expertise and Innovation

Medidata Professional Services are pioneering the Life Sciences industry to propel your business imperatives toward success. Our experts have a deep understanding of customer needs and unique vision for the future of clinical development and commercialization. We partner with you every step of the way to ensure your processes are optimized, business transforms and you have achieved value realization of our platform. We are paving the way for the next generation of clinical trials.

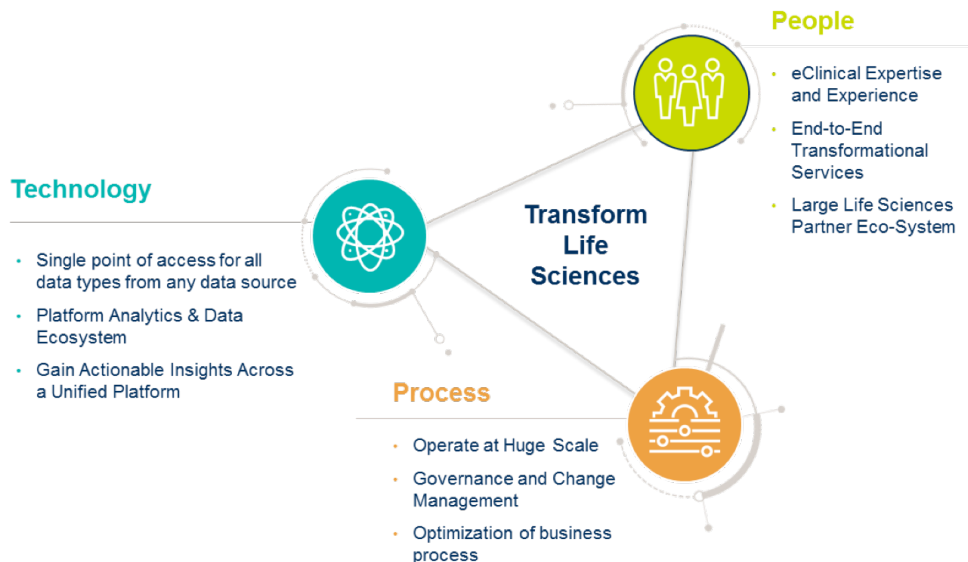
Medidata Professional Services are Transforming Life Sciences

Medidata’s unmatched expertise puts us at the cutting edge of clinical development. Our global expertise over the past 20 years has resulted in more than 13,000 studies and over 3.8M patients on the Medidata platform leading us to no be the #1 Life Science Development software provider according to IDC. Market leaders are leveraging Medidata Professional Services people, process and technology to transform their business.



Customers rank Medidata Professional Services **#1*** in a Recent Life Sciences Strategy Group Survey in:

- **Accessibility** to unrivaled **Expertise**
- **Quality of Implementation**
- **Time** of project **Completion**



What we do

Process Optimization

- Industry best practices for business process transformation and optimization
- Proven best practices and approaches that lead to expedited capabilities, outcomes and value-based results

Business Transformation

- Operational insight, governance and change management ensure optimized processes
- Flexible, end-to-end collaboration with workforce and partners aligned to a common set of goals
- Risk assessment workshops enabling operations teams to work in an agile manner to proactive act on potential risks

Value Realization

- Dedicated team throughout project life cycle ensures long-term success of technology and process adoption and utilization
- Maximize benefits from investment in Medidata platform

How we do it

Strategic Consulting

- Seasoned industry experts with vast pharma, CRO and consulting experience
- Domain expertise across the entire Medidata platform providing transformational outcomes through:
 - Structured Governance
 - Process Optimization
 - Tailored Strategies
 - Business Transformation

“The Medidata Professional Services team led us through the transition process step by step and provided us options along the way. They made recommendations based on our specific needs and style of working.”

Mar Reyes
Director of Data Management
Ambit Biosciences

Implementation

- Maximize the value of Medidata platform by providing unmatched expertise in clinical trial processes and technology
- Reduce risk through collaborative project management leveraging standardized best practices
- Save time with a proven, evolving and innovative methodology for rapid configuration of the Medidata platform

Change Management

- Deeply skilled change management professionals develop, manage and execute a change management strategy that complements organizational transformation
- We define the change: Set the common definition of current & desired future state
- We decide the approach: Rewards and incentives for compliance and commitment
- We anticipate resistance: Inevitable resistance to change, must be managed
- We develop and execute a communication plan: Clear, concise, timely & check for understanding
- We understand organizational readiness: Identify new roles & leverage existing talent
- We measure adoption & performance: Continuous evaluation of change & actions

Ongoing Support

- Project Life Cycle Management: We take a best practice consultative approach to ensure quality study design, ease of use and productivity is used throughout the project life cycle
- Always -On Operation Support: Certified experts manage operational needs ensuring you are getting the most out of the Medidata Platform within your environment
- Recurring Optimization and Governance: We continually evaluate, adapt, and optimize technology and processes to ensure adoption across the enterprise

Partner Ecosystem

- Pioneering the largest Life Sciences Partner Eco-System comprised of CROs, System Integrators and Technical Alliances representing industry leaders in life sciences and clinical R&D
- Medidata carefully selects and enables our partners to provide seamless, tailored clinical R&D solutions and help sponsors fully leverage the unique value of the Medidata platform

We Ensure Value Realization

- **Advisory Expertise:** Our industry domain experts work with client stakeholders to meet their transformative corporate objectives by designing holistic solutions leveraging proven best practices, methodologies and data centric decision making
- **Flexible and Adaptive Change Management:** change management — Our change management expertise helps avoid redundant costs and long and complex implementation timelines.
- **Quality Implementation:** Certified experts on Medidata's platform ensure you are getting the maximized value in the clinical trial process
- **Guidance:** Our project management expertise helps guide our customers through structured approach
- **Time Saving:** Medidata has developed a unique implementation methodology that allows for rapid configuration of the Medidata platform
- **Support:** CROs and sponsors use our services to troubleshoot any issues and find ways to customize

Services Methodology



- Comprehensive strategy for effective risk assessment leveraging historical data analytics for the development of risk indicators for early signal detection
- Leverage proven best practices and approaches that lead to expedited capabilities, outcomes and value based results
- Focus on business process transformation and optimization coupled to the use of our platform solutions
- Solutions aligned to our customers clinical business processes
- Medidata Clinical Cloud implementations always focus on ‘best fit’ process and workflow as core to every element of work
- Engaged Executive Sponsorship and Focus on Change Management lead to high level of success

About Medidata

Medidata is reinventing global drug and medical device 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 850 global pharmaceutical companies, 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 and is used by 16 of the top 20 medical device developers—from study design and planning through execution, management and reporting.

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Medidata Clinical Cloud®

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