STRATEGIES FOR MODERNIZING THE TRIAL
IMPROVING PATIENT EXPERIENCE

Our approach to improving the patients’ clinical trial experience is to bring their perspectives and needs into our technology development. By doing so together, we optimize outcomes and accelerate trial execution.

From biosensor data collection to electronic consent forms to site-less trial participation, recent advancements in patient-centric technology designed to ease clinical and structural barriers have paved the way for a more efficient and empathetic trial experience for sponsors, trial teams, and patients alike.

Are you equipped to ease potential barriers that negatively impact patient experience?

Consider the following: Over 80% of clinical trials fail to retain enough patients and up to 50% of sites enroll either one or no patients.¹

<table>
<thead>
<tr>
<th>Enrollment challenges</th>
<th>Participation challenges</th>
<th>Retention challenges</th>
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<tbody>
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<td>Only 7% of clinical trials meet their target enrollment number on deadline²</td>
<td>Only 58% of patients could recall key trial information when presented with a traditional paper</td>
<td>2+ hours travel time to the nearest investigative site for 70% of all potential clinical</td>
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Three Strategies for Modernizing the Clinical Trial

- Improving Patient Experience
- Ensuring Effective Management
- Simplifying Data Complexity

Learn more about strategies for modernizing clinical trials at www.medidata.com/modern-tech-strategy

Solve one of the industry's top challenges with innovative technology solutions that accommodate patient preferences and streamline site activities for trial teams.

Learn more at: medidata.com/modern-tech-strategy/patient-experience
Improving the trial experience with innovative, patient-centric technology improves patient satisfaction, trial retention and ultimately outcomes.

No company is better positioned to help your business advance patient-empowering solutions than Medidata.

“Medidata’s unified platform will enable us to drive process efficiencies and help us arrive at faster insights and decisions by expediting patient enrollment with quick access to meaningful data.”

Tracey Sessa
Director, Immuno-oncology Clinical Operations
Idera Pharmaceuticals

Information ≠ Informed

Fact: a better informed patient is more likely to participate in a clinical trial. With Rave eConsent, automate the enrollment process and integrate patient data directly into Rave EDC while improving compliance, boosting patient engagement, and easing administrative burden for site and study teams.

On-site or at home?

For too long, the desire to participate in trials has been undercut by travel, time, and cost burdens associated with on-site visits. Deliver a true patient-centric clinical trial with Rave Virtual Trials, an intuitive, web-based application that optimizes interaction preferences in hybrid and virtual trials, enabling a more engaged patient population.

Quality data capture, directly from the patient

With Rave Wearable Sensors, accommodate patients’ preferences for fewer site visits while easing site and patient burden with a less intrusive data capture solution enabling teams to securely access, monitor, analyze, and report study data.

Simpler, faster, less expensive: the new model for Patient Reported Outcomes

Built on the Medidata Rave Clinical Cloud™, Rave eCOA provides data managers with single-source, real-time data access, which accelerates database build, study start, and trial execution.

26% faster patient enrollment with centralized data capture

75% of patients recalled key trial information when presented with the eConsent form

100% reduction in data clarification forms following unified Rave eCOA and Rave EDC adoption

Learn more at: medidata.com/modern-tech-strategy/patient-experience

[5] Based on customer case studies. Results may differ depending on size, complexity, and other factors.