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]

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**

Enrollment challenges

Only 7% of clinical trials meet their target enrollment number on deadline[2]

Participation challenges

Only 58% of patients could recall key trial information when presented with a traditional paper

Retention challenges

2+ hours travel time to the nearest investigative site for 70% of all potential clinical

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

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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

26% faster patient enrollment with centralized data capture[5]

75% of patients recalled key trial information when presented with the eConsent form[3]

100% reduction in data clarification forms following unified Rave eCOA and Rave EDC adoption[5]

Information ≠ Informed

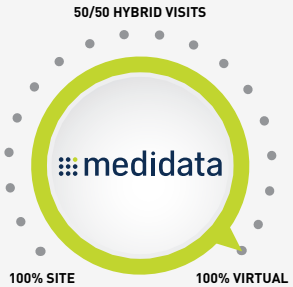
Fact: a better informed patient is more likely to participate in a clinical trial. With **Rave eConsent,** automate the enrollment process and integrate patient data directly into **Rave EDC** while improving compliance, boosting patient engagement, and easing administrative burden for site and study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

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.

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.

[1] https://www.clinicalleader.com/doc/considerations-for-improving-patient-0001
[2] Strasser JE, Cola PA, Rosenblum D. Evaluating various areas of process improvement in an effort to improve clinical research: discussions from the 2012 Clinical Translational Science Award (CTSA) Clinical Research Management workshop. Clin.Transl.Sci. 2013 Aug;6(4):317-20. PMCID:PMC3740438
[3] Rowbotham MC, Astin J, Greene K, Cummings SR. Interactive Informed Consent: Randomized Comparison with Paper Consents. PLoS One. 2013; 8(3): e58603.
[4] Anderson D, Elsner N, Fox J. Transforming the future of clinical development. Deloitte Insights. 2018. https://www2.deloitte.com/us/en/insights/industry/life-sciences/digital-research-and-development-clinical-strategy.html
[5] Based on customer case studies. Results may differ depending on size, complexity, and other factors.

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