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Deliver Actionable Insights to the Front Lines with **Industry Leading Data & AI** to Answer Your Most Critical Questions

> **"Medidata Acorn AI is well positioned to answer tomorrow's yet-to-be-asked, key life sciences questions."**
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> IDC Perspective, Enabling Intellectual Agility Using Human-Augmented AI, August 2019

Medidata Acorn AI is dedicated to propelling science and healthcare forward.

Medidata Acorn AI is built on top of the Medidata platform and comprises the industry's largest structured, standardized clinical data repository of more than 23,000+ clinical trials from 1,700+ customers with 7M patients and 22K healthcare facilities with investigators across 94 countries.

As the global impact of COVID-19 fluctuates, Medidata is continuously analyzing its effect on patient study enrollment, the response by world regulatory bodies and which Medidata's solutions can help address your COVID 19-related challenges.

DRUG DEVELOPMENT IN THE DIGITAL AGE

If drug development needs to catch up to the digital age, advanced analytics and AI become a true necessity. When correctly applied to fit-for-purpose data sources, life sciences companies can better analyze clinical trial data and real-world data and build predictive models in ways that traditionally have not been possible. This provides benefits ranging from providing insight into patient populations, treatment outcomes, and disease understanding, to prioritizing sites and investigators based on trial needs, to rescuing studies that are in danger of not meeting timelines, to refining protocol design based on patient availability along with site and patient burden, to predicting trial dropout rates, and many more.

Rave Imaging
Rave Omics
Rave eCOA*
Labs
Rave EDC

Clinical Data

Real World Evidence

EMR
Claims
Specialty
Environment
Behavior
Public

Medidata Acorn AI helps pharmaceutical companies make faster, better decisions across the R&D life cycle. Medidata Acorn AI Intelligent Trials team provides answers to commonly asked questions about how to transform your clinical development.

Q: What is special about the Medidata Acorn AI approach to enable life sciences companies to answer the most important questions across the enterprise and drive actionable insights at the frontlines of decision making?

A: While many life sciences companies are making great strides in applying analytics to the data from their own trials, larger, high-quality datasets are needed for many analytical applications. Acorn AI leverages the industry's broadest trial data asset collected on the Medidata platform covering over 23,000 trials from over 1700 customers, 6.8 million patients and 22,000 healthcare facilities spanning 94 countries. This data asset includes clinical, operational, protocol design, cost, and imaging data, goes through extensive curation and standardization, and is linked to other data such as omics and RWD. Acorn AI provides a suite of products built on this data including Intelligent Trials to improve study success and speed; Integrated Evidence to help demonstrate value to regulators, payors, providers and patients, Omics to help manage, analyze, and gain insights from multi-omics datasets, and Connected Patient to integrate the new generation of medical devices within the digital healthcare ecosystem.

Q: Can you describe how Medidata Acorn AI uses operational data to improve decision-making for your customers?

A: One of Medidata's offerings, Acorn AI Intelligent Trials, delivers insights to improve the speed and success of trials through better study design, optimized site selection, enrollment and forecasting, and real time performance monitoring. Study Design helps balance scientific needs with operational efficiency by benchmarking a protocol's complexity and patient burden, and leverages RWD to highlight the impact of inclusion and exclusion criteria on patient availability. Study Feasibility provides performance data and powerful predictive models to improve decisions around country footprint, site selection and study forecasting to accelerate enrollment. Lastly, Performance Analytics enables real-time trial monitoring against changing industry conditions down to the site level to identify issues earlier and take action when things start going off track. Overall, Intelligent Trials is the insight engine that enables clinical teams to lead, succeed, and outperform every clinical trial by achieving best-in-class execution of clinical protocols.

Q: Can you share an example of how Intelligent Trials has helped alter the course of clinical trials by providing insights needed to succeed or outperform?

A: A good example is a large pharmaceutical company leveraging our data and insights from Intelligent Trials to significantly accelerate a critical study that was far behind in enrollment. Analyses of protocol complexity and patient burden, combined with site enrollment performance deep dives vs. other similar trials enabled them to diagnose causes for enrollment issues. The company was then also able to deploy a predictive model to segment sites and target interventions by taking into account past performance, competitive footprint, and experience with experimental treatments, which would not have been possible without access to the type of data and analytics from Medidata Acorn AI.

Q: How is Medidata contributing to help fight the war against the COVID-19 pandemic?

A: Medidata is helping our customers address four main challenges: understand the evolving situation, reconsider trial design to better enable data capture, maintain supply and quality and accelerate study startup. We have launched pandemic specific offerings, and are also leveraging our existing solutions to address those challenges. For example, we recently launched Trial Impact Analytics to dimensionalize a customer's performance as it compares to industry, identify areas becoming hotspots or recovering and determine when and where to engage sites, and overlay external data onto trial impact data to provide insights into leading indicators of recovery and slowdown. This facilitates decision making for both COVID-19 and non-COVID-19 related research.

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