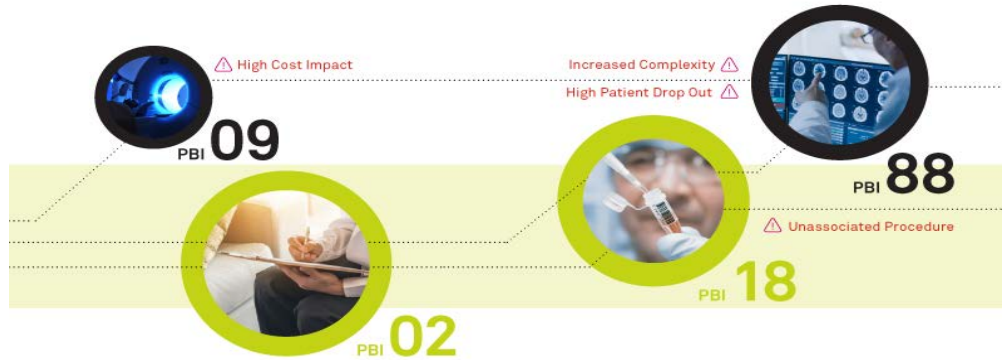


Medidata Design Optimizer



IMPROVE YOUR LINE OF SIGHT

Quantifying the cost and effort of collecting all data against your study's objectives **improves your line of sight** for early insight and faster decision-making. It also enables you to reduce allocation of resources against **non-core activities** and exposes procedures for which no objective or endpoint has been defined.



Medidata Design Optimizer is a data-driven solution that streamlines study design, reducing inefficiencies and site/patient burden. It has unique benchmark data and analytics that ensures a lean and objective study that meets clinical and statistical outcomes while minimizing cost, complexity, and the site/patient burden.

Product Benefits

Data Driven Strategy for Optimized Study Design

- Leverage data benchmarks to ensure a lean protocol
- Obtain more accurate study design that feeds into more meaningful datapoints

Patient-Centric Approach

- Leverage Medidata's Patient Burden Index measurement to support procedures that minimize patient burden
- Consider objective and subjective factors associated with standardized study activities to support reduction in risk of poor patient recruitment and dropout

Minimize Costs, Patient & Site Burden

- Identify common or uncommon procedures from other studies of similar phase and indication
- Guide your design decision by benchmarking your protocol in terms of effort required from sites and patients
- Gain early visibility into procedural costs

Improve Line of Sight

- Quantify the cost and effort of collecting all data against your study's objectives
- Gain early insight and fast decision making
- Reduce allocation of resources against non-core activities and expose procedures for which no objective or endpoint is defined

Features

Lean Study Design

Optimize study design for a lean study protocol with insights from data benchmarks.

Critical Datapoint Identifiers

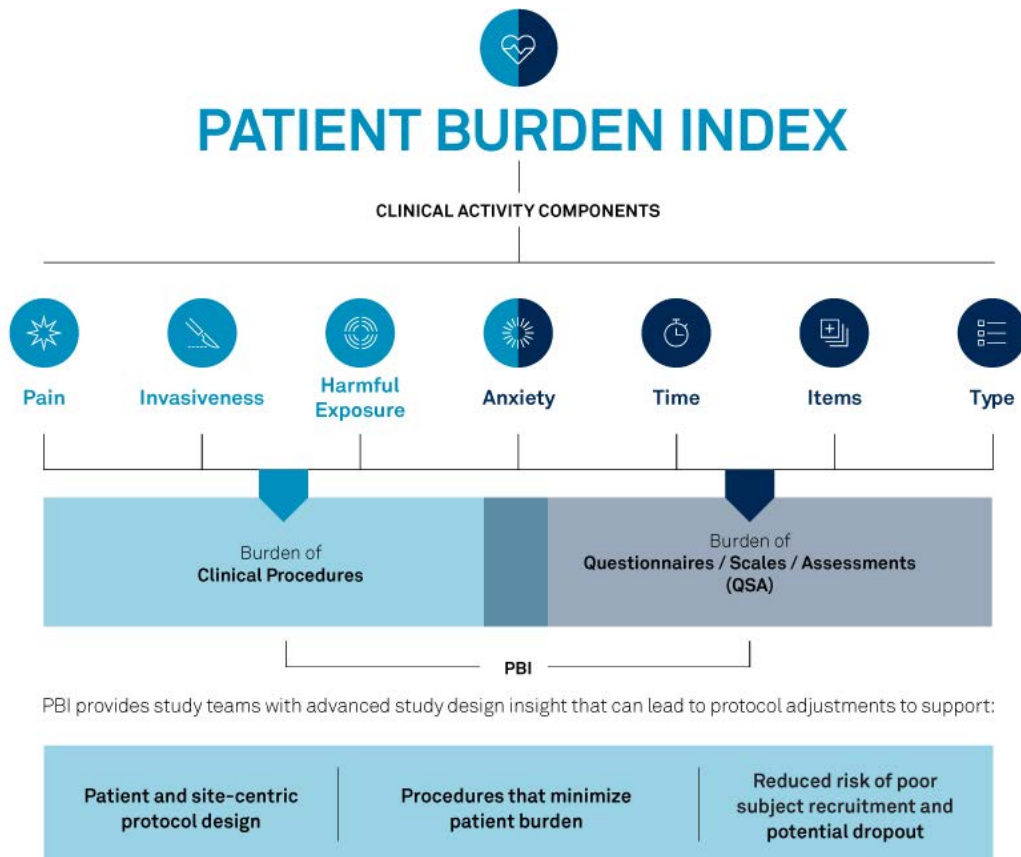
Key indicators provided to understand the impact of each datapoint collected on patients and sites to allow you to ensure all collected data will be meaningful.

Site & Patient Burden Measurements

Gain insight into both site and patient burden with the burden measurements.

Procedural Costs Data

Gain early visibility into procedural costs from the data within Design Optimizer to utilize for efficient study design decision making.



The Medidata Advantage

Medidata Design Optimizer provides the largest data set of benchmarks for your study design. It is the only study design tool in the industry that provides site and patient burden measurements, giving you unique insights into your study design.

Medidata, a Dassault Systèmes company, is leading the digital transformation of life sciences.

Discover more at www.medidata.com and follow us @medidata. Contact us at info@medidata.com | +1 866 515 6044