DESIGN OPTIMIZER

DATA-DRIVEN STRATEGY FOR OPTIMIZED STUDY DESIGN

Understanding the impact of each data point collected during a study enables the successful design of a trial that is thorough, protocol-driven and achieves downstream benefits of study conduct.

To enhance these data points, Medidata Design Optimizer provides site and patient burden benchmark data and analytics to streamline your design while meeting your clinical and statistical outcomes.

BENCHMARK TO MINIMIZE COST, PATIENT AND SITE BURDEN

Identify common or uncommon procedures from other studies of similar phase and indication. Guide your design decisions by benchmarking your protocol in terms of effort required from sites and patients, while gaining greater visibility into procedural costs.

INTEGRATING A PATIENT-CENTRIC APPROACH WITH PBI

Design Optimizer utilizes Medidata’s proprietary Patient Burden Index (PBI), a quantitative measure of the patient burden that considers objective and subjective factors associated with standardized study activities.

PATIENT BURDEN INDEX

CLINICAL ACTIVITY COMPONENTS

- Pain
- Invasiveness
- Harmful Exposure
- Anxiety
- Time
- Items
- Type

PBI

PBI provides study teams with advanced study design insight that can lead to protocol adjustments to support:

- 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 expose procedures for which no objective or endpoint has been defined.

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, which enables you to reduce allocation of resources against non-core activities and expose procedures for which no objective or endpoint has been defined.

MEDIDATA DESIGN OPTIMIZER

Medidata Design Optimizer is the industry’s most powerful study design and PBI tool. Assess the impact of design decisions early and drive significant improvements throughout your study’s life cycle.