sensorcloud

Pioneering the Next Generation of Connected Health Solutions
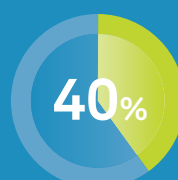
- Build new measures and digital endpoints
- Develop actionable clinical insights
- Rapid ingestion, standardization, and analysis of data

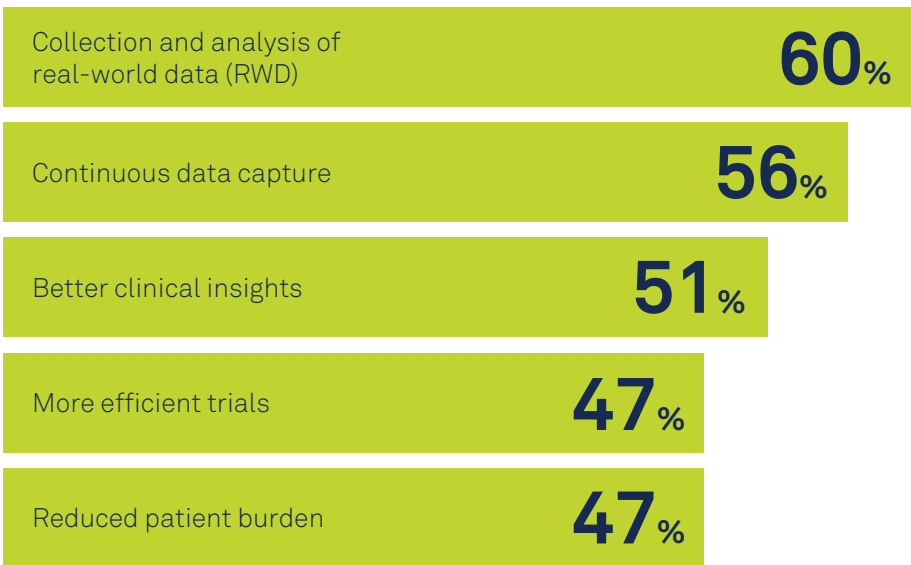**The use of sensors and connected devices in clinical trials is expected to increase dramatically[1]**
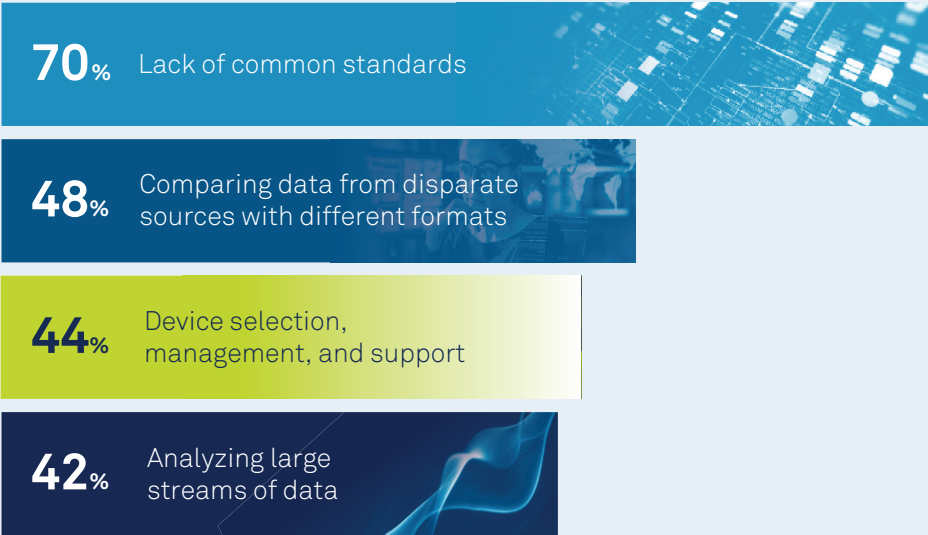
28% of trials used sensors in 2020

40% of trials are expected to use sensors by 2023

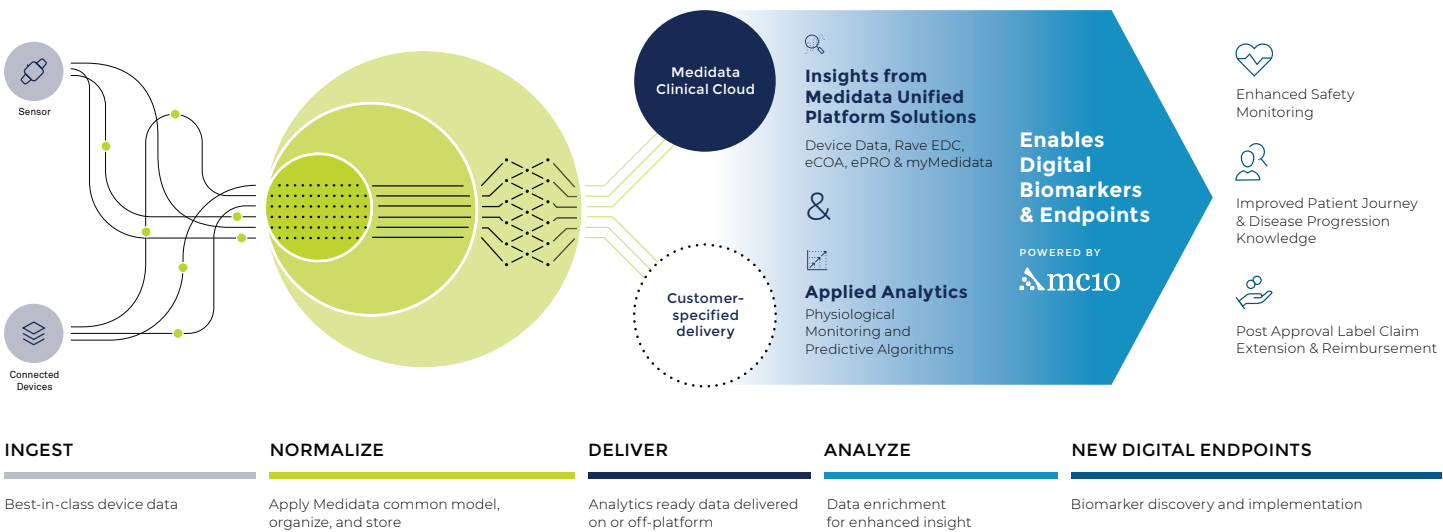## Motivations for adoption of sensors and connected devices in clinical studies[1]

Collection and analysis of real-world data (RWD)	**60%**
Continuous data capture	**56%**
Better clinical insights	**51%**
More efficient trials	**47%**
Reduced patient burden	**47%**

Primary challenges facing sponsors, sites, and CROs with sensors and connected devices[1]

- **70%** Lack of common standards
- **48%** Comparing data from disparate sources with different formats
- **44%** Device selection, management, and support
- **42%** Analyzing large streams of data

#1 eCOA/ePRO

#2 EDC

eCOA and EDC are the top two technologies requiring integration with sensor data[1]

---

sensorcloud

A Unified Platform for Insight Development

Sensor

Connected Devices

Medidata Clinical Cloud

Insights from Medidata Unified Platform Solutions
Device Data, Rave EDC, eCOA, ePRO & myMedidata

&

Applied Analytics
Physiological Monitoring and Predictive Algorithms

Enables Digital Biomarkers & Endpoints

POWERED BY
mc10

Customer-specified delivery

Enhanced Safety Monitoring

Improved Patient Journey & Disease Progression Knowledge

Post Approval Label Claim Extension & Reimbursement

INGEST	NORMALIZE	DELIVER	ANALYZE	NEW DIGITAL ENDPOINTS
Best-in-class device data	Apply Medidata common model, organize, and store	Analytics ready data delivered on or off-platform	Data enrichment for enhanced insight	Biomarker discovery and implementation

---

The Sensor Cloud Advantage

RAPID INTEGRATION
From any sensor / device in weeks vs months

IMPROVED CLINICAL INSIGHTS
Proprietary analytics enabling novel digital biomarker discovery and endpoints

COMMON DATA MODEL
Standardization and analysis of data from ingestion through delivery

UNIFIED APPROACH
Leverage a fully interoperable solution backed by end-to-end guidance and training

---

[1] ISR Reports, "Wearable Sensor / Connected Health Market Overview", June 2021