
**Session Title:**

Better Together: The power of Clinical Trial + Real World Data

**Speaker:**
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**Time: 11:40 - 12:10 pm**

**Abstract:**

Clinical Trial and Real World Data (RWD) have always been siloed - until now. New technological and regulatory advancements are enabling sponsors to link a participant's clinical trial data (CTD) to their RWD. Combined, CTD+RWD is enabling analytics and insights previously impossible and is accelerating clinical development for better evidence generation during and after trials. Medidata, with partners like Datavant, the industry's trusted, neutral, ubiquitous technology for connecting health data, has developed technologies that support linkage at scale. These technologies do not place additional burden on patients,sites, or sponsors and connect data in a way that preserves patient privacy.

Attend this session to hear about innovative ways sponsors are using data linkage with Medidata and Datavant and to delve into:

- Why organizations across the industry have begun to leverage data linkage as a way to "future proof" their trials and plan in advance for generating insights not anticipated at the outset of the trial design
- Overcoming common barriers to data linkage including proper data handling, privacy and security and consent management
- Innovative evidence generation across the clinical development continuum, including tracking patients lost to follow-up, long-term safety & effectiveness tracking, and quantification of healthcare resource utilization