

Medidata AI Labs History

Medidata AI is built on the industry’s leading platform supporting clinical trials. Medidata was founded over 20 years ago and became the operating system for life sciences, running more than half of the world’s clinical trials with an advanced technology platform to capture critical data on behalf of our clients. With several key acquisitions in the past few years, we have the ability to seamlessly integrate real world data from a multitude of external sources with hospital networks, giving a real time view of imaging and other provider data.

We have built a diverse team of talented professionals, consisting of highly skilled members with Masters and PhD degrees from the top tier institutions of the University of Pennsylvania, Johns Hopkins, Massachusetts Institute of Technology, New York University, Duke, and Columbia University. Our expertise is rooted in the following fields of data and analytics, epidemiology, biostatistics, biochemical engineering, biomedical engineering, molecular physics, innovation management, enterprise architecture and security.

Medidata AI Labs focuses on working closely with clients to answer important questions as they work to bring therapies to patients faster. With the help of additional deep industry expertise to complement the data and analytics capabilities, we strive to work with clients to co-create cutting edge solutions.

What is Medidata AI Labs?

Medidata AI Labs works in partnership to bring together data, technology, and expertise to tackle the toughest problems in life sciences - opening the door to **more effective and tailored treatments**.

THE PILLARS OF MEDIDATA AI LABS ARE:

Medidata has helped sponsors run clinical trials for over 20 years, accumulating a clinical trial data repository of 8 million+ patients and 27,000+ trials. This unique data asset enables distinct benefits over traditional real world data sources.

Create

Advance development of and access to new treatments by combining big ideas and innovative data driven exploration

Collaborate

Amplify our impact by bringing together integrated teams through industry & academic partnerships

Connect

Lead the conversation and grow the community through various events & initiatives (e.g. panels, datathons)

WHAT IS THE DATA POWERING OUR MEDIDATA AI LABS MODEL?



GUIDING PRINCIPLES FOR A LAB COLLABORATION

- Propel the innovators**
Combining business questions with our proprietary data and solutions to help answer critical questions for life sciences
- Close collaboration and co-location**
An integrated single team working in stride through daily stand-ups, periodic co-location, executive read-outs
- Accelerate capabilities through rapid iteration**
Tackle use-cases in 8-10 week sprints to accelerate data science capabilities and unlock business value
- Establish clear goals**
Ensure that initiative is driving better decisions and that there is successful hand-off to ensure continued value

ENGAGEMENT MODELS

Engagement models will vary based on the time and expertise needs of each partner



Medidata AI Labs Case Study

A Mid-sized Sponsor Increased Site Count by 50% in a Rare Disease Clinical Trial with Medidata Acorn AI Intelligent Trials

CHALLENGE

As they embarked on an upcoming rare disease clinical trial, a mid-sized biopharmaceutical company was struggling with patient recruitment and site selection. The company needed to identify sites with the greatest access to patients and highest enrollment performance but did not have deep enough data to make confident decisions.

While there are approximately 7,000 rare diseases, 95% of these conditions do not have an FDA-approved treatment.¹ This figure is impacted by many factors, including small patient populations and changing trial conditions. Between 2016 and 2020, over a quarter of rare disease trials were terminated due to low patient accrual rates.² In such a challenging indication, it was critical for this mid-sized sponsor to choose high-performing sites based on reliable data to set their trial up for success.

SOLUTION

The biopharmaceutical company partnered with Medidata AI to identify high-performing sites for their upcoming trial. Medidata AI Intelligent Trials is the only clinical trial analytics solution that brings together cross-industry performance metrics from 1,900+ customers and 27,000+ trials with granularity at the country and site level, real-time insights into the current competitive landscape, and predictive modeling capabilities to give sponsors a competitive edge.

The Medidata AI team worked directly with the sponsor to understand priority enrollment metrics for site selection. Then, the team's insights highlighted sites with strong enrollment performance in industry studies. Medidata AI refreshed these insights every quarter, giving the sponsor access to the latest data and new sites as they came online.

RESULTS

Medidata AI provided site recommendations based on the identified priority operational metrics, including enrollment performance and data quality. The team also provided insights based on the company's historical performance at those sites compared to the industry. Ultimately, Medidata AI was able to increase the company's pool of available sites for site selection with specific experience in this rare disease by 50%.

50%

increase in sites available to the company for site selection, with specific experience in this rare disease, based on Medidata AI data

^{1,2} Over 25% of rare disease trials are terminated due to low patient accrual rates, says GlobalData. GlobalData. Available from: <https://www.globaldata.com/25-rare-disease-trials-terminated-due-low-patient-accrual-rates-says-globaldata/>