MEDIDATA | INFOGRAPHIC

# Conduct Studies More Efficiently with a Unifed View of Patient and Study Data

## CHALLENGES FACING SPONSORS AND CROs

**3.6 MILLION DATA POINTS**
generated in Phase III trials[1]

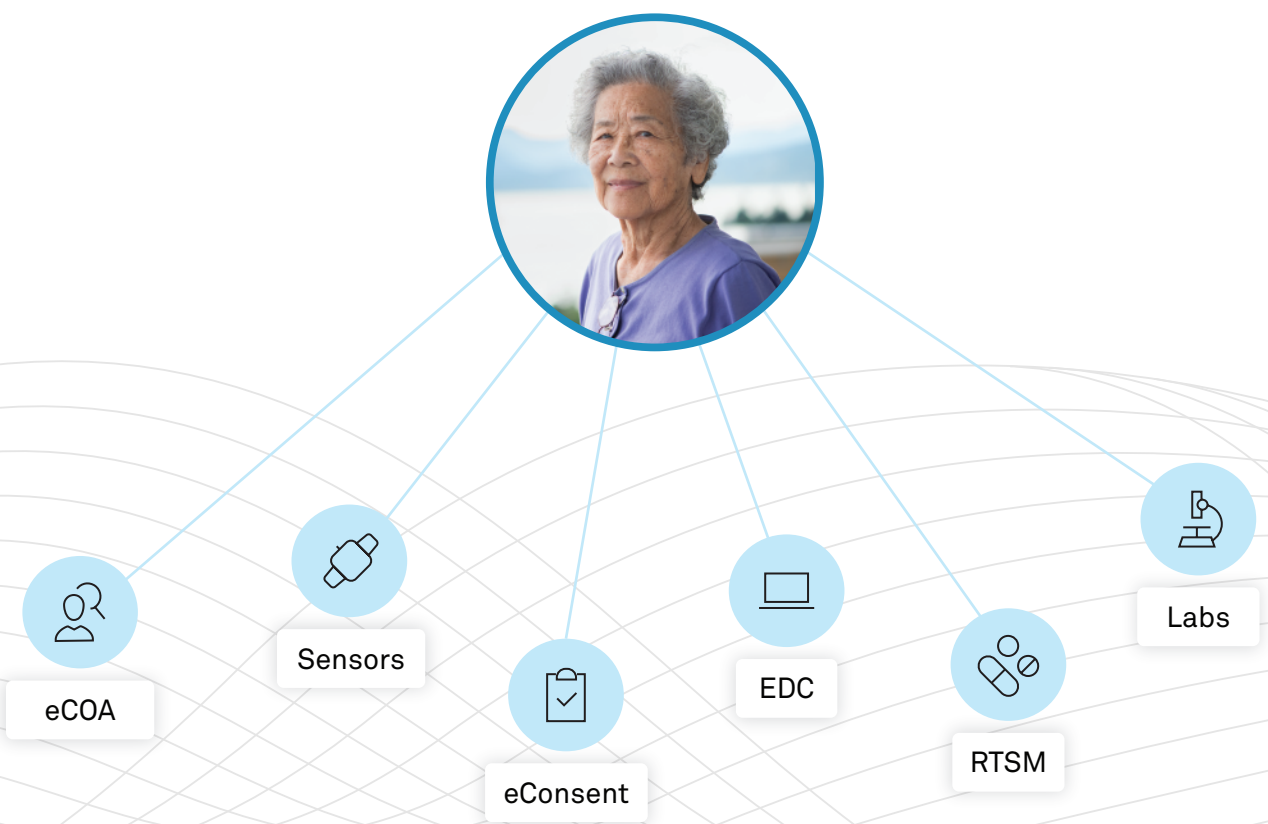
**3x MORE DATA COLLECTED**
by late stage trials compared to 10 yrs ago[2]

**263 PROCEDURES PER PATIENT**
in Phase II and III protocols supporting approximately 20 endpoints[3]

As the volume of data captured increases, monitoring and data management processes need to adapt to how and where the data is collected and scale to detect and clean issues without additional resources.

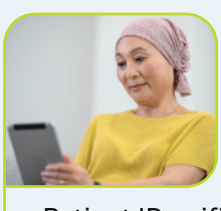
- Disparate siloed systems → Difficult to reconcile data
- Multiple increasing data sources → Unsupported by traditional review approach
- High data volume and velocity → Hard to scale

## Gain a Full View of the Patient with a Unified Patient-Centered Platform




Complementing your existing EDC system, Medidata's Patient Cloud and clinical trial solutions are brought together under our unified platform. Data from any source is aggregated and standardized in near real-time into a centralized study design that provides a reconciled view of the patient in chronological context.

## CONDUCT STUDIES UP TO TWO MONTHS FASTER[4] WITH UNIFIED RAVE EDC, RAVE RTSM, AND PATIENT CLOUD



Patient ID unified to Rave EDC

**Patient completes Medidata eConsent**

Patient created in Rave EDC

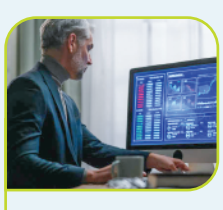
**eSource audit trail into Rave EDC**

Patient completes eCOA and instruments

**Patient data captured via Medidata eCOA; Sensor Cloud captures objective data**

Data and compliance monitoring

**Data instantly available and screened in Rave EDC**



Screening criteria met; patient is randomized

**Rave RTSM assigns treatment arm and drug kit**

Rave EDC creates edit checks

**Medidata eCOA data triggers randomization and dispensation form in Rave EDC**

Patient receives IP

**Rave RTSM ensures supply optimization**

Medidata Patient Cloud solutions such as eConsent, eCOA, and Sensor Cloud can ingest and analyze data while easily integrating with Rave EDC, RTSM, and the Medidata unified platform, giving sponsors and CROs a broader view of the entire patient experience.

This end-to-end approach offers:

- Real time data insight for immediate decision making 
- Efficient and seamless mid-study changes 
- Automated and streamlined processes 
- Eliminated startup costs by unifying all on one system 

1, 2, 3. Tufts CSDD Impact Report, 2021

4. Analysis of difference in median FPI to LPLV time for EDC + at least one additional product vs. EDC only studies ($p<0.05$) 2017 to 2021; Reduction of 59 days.