Streamlining Mobile Technology Capabilities for Better Patient Experiences and Richer Data
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SVP, Patient Cloud Product, Medidata
DCTs have enhanced how we engage patients, but the implementation and patient experience remain challenging.
Continuous Engagement for patients on one portal

- Patient Registries
- Patient Recruitment
- End-of-Study Data Access
- Consent
- Learn
- Find
- Digital Endpoint
- Sensor Cloud
- LIVE (Video Visits)
- Capture Data
- eCOA
- Patient Data Return

Enabling DCTs

...now with eCOA built on Designer!
Mobile Pre-trial Patient Identification and Engagement

- Patient Insights Workshop to develop Patient Engagement Plan
- Paid/Earned Media & Direct to Patient Outreach
- Microsite Landing Page
- Creates myMedidata Account in myMedidata Pre-Trial Registry
- Pre-Trial Alerts & Notifications
- Pre-Screening and Trial Matching
- Patient Preference Survey
- Invitations for new studies of interest
- Referral to Traditional Sites and DCT Metasites
- myMedidata eConsent, eCOA, LIVE, and Sensors used for In-Trial Engagement

PATIENTS

Are you ready to explore alternative options for atrial fibrillation (AFib)?

Discover AF research opportunities today.

Learn more

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Provide Patients with a Choice

myMedidata meets the patient wherever they are during the day, at work, or on-the-go
Streamlined Mobile and Web Experience

• Patient-friendly mobile app built around eCOA capabilities enabling DCTs
• Flexibility to create engaging patient experiences with the control needed for regulatory submissions
• Interoperability with myMedidata web
Challenges of DCT Implementation

- Logistics & Site Readiness
- Data Standards
- Specification, Build and UAT
- Expertise
- Instruments (Authors and translations)
- Timelines
We help the industry build patient-rich experiences and cut study start-up times.

Accessible to patients through myMedidata
Industry Transforming eCOA Library
Global Library of Pre-Configured and Pre-Approved Instruments

- Pre-Configured Builds
- Ready To Go Language Translations
- Author Approvals
- Apple and Android Screenshots
- IRB Package
- Significant Time Saving with Reusable Forms

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Key aspects to accelerate study design

- Intuitive, visually driven build tool
- Built with libraries and flexibility at the heart of the build process
- Powerful translation management system
- Removing the need for custom code
Quality and Efficiency - Proven through Data

Top-Tier Pharma Proof Points/eCOA*

- **<2** Weeks UAT to go-live
- **98%** eCRF reuse
- **8** Weeks Project initiation to go-live**
  
  **US Go Live Subject to pre-requisites met

- **98%** Compliance from using e-Diaries
- **60%** Lower data correction rates
- **100%** Faster data capture time
- **58%** Faster data cleaning time

*Data from internal analysis, 2023
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