

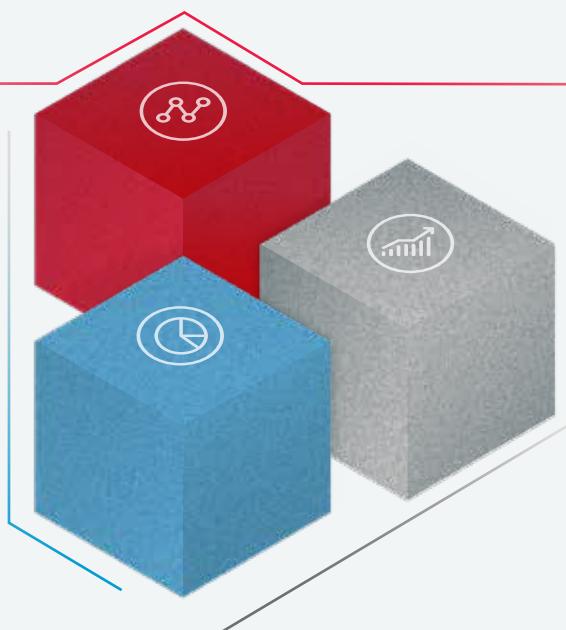
Mobilizing data, the currency of life sciences innovation

Transforming clinical development with digital R&D—can support making trial participation less burdensome and more engaging by redefining how patient care is delivered during clinical trials

- Treating trial participants as **collaborators** instead of **subjects**
- Novel clinical trial designs: Virtual trials—As many as half of all trials may be done virtually in the not so distant future, netting significant cost savings
- New regulatory guidance meant to expedite adaptive clinical trials and allow researchers to evaluate multiple aspects of a drug in development in a single trial

Adoption of big data analytics and digital platforms should be help better measure value and outcomes

- Includes health records, wearable device data, and/or social media accounts
- Digital technology expediting recruitment and diversifying participants



ROI of real-world evidence (RWE)

- Greater emphasis and focusing on end-to-end, AI-driven, internally-developed solutions.
- Likely to be shaped by an increase in strategic data partnerships and new ways of procuring data

Digital technologies/platforms =

Better access/engagement
+
Deeper insights
+
Faster cycle times



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