



# Connecting Research and Healthcare

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IOM Digital Learning Collaborative

EHR Connected Research





WE ARE



A cloud-based technology company...



...transforming clinical research...



...for life sciences companies and the patients who depend on them.



We make a platform for people who are willing to change the way that Clinical Development gets done

And they are doing it at an amazing pace

- 573,596 data points entered per day
- 43,676 queries resolved per day
- 5,549 visits entered per day
- 1,424 subjects enrolled per day

# 3 Years ago... we tried

- It worked!
- But there was no commercial demand on any type of scale.

Pilots are ongoing now  
Demand is rising

Now is the time to  
implement



DIA Interoperability Showcase , Chicago 2011



# What our customers are saying

- Large Pharma
  - It would be nice to reduce the site burden of Data Entry, and reduce our costs
  - But we are worried about data quality in the EHR
  
- Mid-Market
  - We don't have experts to deal with this – technology needs to just do it.
  
- Academic/Government
  - This is essential – every single one of the major institutions need this
  - Some are doing it with custom solutions.
  
- Contract Research Organizations (CROs)
  - This would help us with site relationships and patient recruitment
  - This will help our remote monitoring teams do work faster

# Real life Challenges

- Does utilization of standards still mean **100 point integrations** in multicenter trials?
- The business models of the EHR vendors are different. How can we BRIDG the gap to create joint value?
- Cloud Adoption is the **new norm** in Research, but not in Healthcare
- Resistance is futile

# Opportunities to connect EHR

- Data Capture
  - An increasing % of data captured in eCRFs is sourced from an EHR.
    - Demographics, Medical History, Medications, Surgeries, Vitals, etc
  - Reduce Site Burden
    - No one like to enter data twice!
  - Reduce time and cost in Clinical Monitoring
    - Eliminate SDV when already 97% of data is entered correctly.
- Patient Recruitment
  - Identify potential patients in **Multi-center trials**
  - Target the right patients faster, cheaper
- Patient Engagement
  - Data Feedback loop
  - Motivation

# Medidata is sponsoring its own trial

*Proof-of-concept trial to **evaluate impact of mobile technologies** on health outcomes and adherence in subjects with Type 2 diabetes*



**Quantified Trials** by Spaulding Clinical would like to access your profile and data on Fitbit.com:

**READ-ONLY ACCESS**

Email \*

Password \*

[FORGOT PASSWORD?](#)

**ALLOW**

You can revoke this application's access from your Fitbit account settings.



# Ways Forward

- Standards Support in production
  - It must be systematic, repeatable – at the platform level.
  - The time is now.
- It can't be a 1 off custom integration
  - This needs to be enterprise scale, utilizing the power of the cloud
- The business model needs to work on both sides
  - It starts with clinical sites who do trials (i.e. Academic Research Centers)
  - They should choose an EHR that supports standards
- Watch the uptick of mobile apps in Healthcare and Research
  - You will be prescribed a solution, not just a pill

eSource = Better Trial Data = Lower Trial Risk

**VALUE**