

PLACING THE RIGHT BETS IN DIGITAL CLINICAL TRIALS ENTERPRISE VIDEO TRANSCRIPT

In biopharmaceutical R&D, disruption is already here.

With costs soaring and expectations evolving, we need a better way to conduct the critical activities that bring new treatments to patients. One that's more efficient, expedient and focused on patient experiences and outcomes.

The answer?

Digitalization.

It's *more* than data and analytics. It's leveraging new technologies to completely transform clinical trials with:

Better patient engagement to find participants who will benefit most, and improve their adherence.

A **digitally empowered workforce** with automation to streamline start-up and site interaction.

And **data-driven decision making** that predicts issues before they occur.

And it starts with making the right digital bets.

That means:

Determining the unique needs of all stakeholders.

Defining and implementing a digital clinical trial strategy.

And **evaluating and incorporating** learnings back into early R&D.

Those who place their bets now will lead the industry in better efficiency, better insights, and better patient outcomes.

The question to ask is: Will you disrupt, or be disrupted?