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The industry is innovating at the pace of change, which is exciting for sponsors and patients.

Orchestrating Outcomes in the Digital Age of Care

Innovative technology solutions are forging the next steps in the industry's evolution to orchestrate outcomes toward the digital age of care. The first step is understanding patients' needs across their journey, which allows us to intelligently orchestrate their experience. "The industry shift from site-centric to patient-centric allows us to design the what, why, and how with the patient at the center," says MaryAnne Rizk, Ph.D., senior VP, digital R&D strategy, IQVIA.

By delivering the value provided by purpose-built solutions for trial sites and sponsors in both clinical and real-world settings, companies can accelerate innovation and transform decision-making. From site access to patient recruitment to drug delivery, flexibility and agility are key in the digital age of care.

"IQVIA Technologies is helping to ensure our customers can continue to study disease, help patients, and continue to innovate," Dr. Rizk says. "We are committed to helping improve patients' lives and patient safety. We are transforming clinical development through our digital technologies, our data, and our services. Our focus is on making sure that we empower our customers to create more innovative, more precise, and faster clinical development solutions."

IQVIA's cloud-based technologies are intuitive, intelligent, and interoperable — and most of all, they anticipate and meet the needs of the patient to elicit the type of authentic responses that result in meaningful data. "We are helping our customers improve the way patients engage in the clinical setting," Dr. Rizk says. "Our strategy is to design orchestrated clinical trials that dramatically improve the patient experience."

Across IQVIA's Orchestrated Clinical Trial portfolio, the emphasis remains on the patient, helping them understand how to enroll in a study and assisting them in every step of the process. "IQVIA's Digital Patient Suite includes an integrated set of tools that follows the journey of a patient from recruitment and compliance to retention and return," she says. "We have enabled turn-key solutions that orchestrate the anticipated patient journey. From simple to use Saas eConsent, to IP medical drug dispensation, and telehealth engagements, we have developed a concierge experience for patients. This will make a huge difference in patient recruitment and enrollment. We are committed to transforming the experience so that patients look at clinical research as a care option."

Within its Orchestrated Clinical Trials platform, IQVIA has more than 20 different applications as part of its strategy to digitize clinical research. Ultimately, IQVIA's perspective on digital innovation for clinical trials is grounded in value. With so many different opportunities to apply digital solutions, depending on where an organization is in its maturity or openness to innovation, being focused on value keeps a one-size-fits-all solution off the table.

With a future that envisions data and digital going hand in hand, there will be a need for best-in-class partners to disrupt traditional processes with solutions that create the shortest critical path to success. "The future of the industry is orchestrating around patients to drive innovative outcomes," Dr. Rizk says.



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