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Dave Anderson

Syte Logix, Inc., USA

Integrating patient generated and 3rd party data into clinical research

The increasing volume of patient generated and 3rd party data can provide great value throughout the clinical workflow. However, as this data is increasingly unstructured, and is generated from very disparate sources in a variety of formats, it is very difficult to cost-effectively extract the value from this data into the research process. The Opportunity: The integration of patient generated and 3rd party data into the clinical research workflow can add a multitude of new dimensions into all phases of a research program, including drug discovery and development, patient recruitment, risk-based monitoring, and pharmacovigilance. Automating the ingestion, management and exploration of these data sources can help analysts gain deeper context to make better and more cost-effective clinical decisions and uncover new insights that can drive competitive advantage. In this session, we will navigate strategies to integrate and capture the value of patient generated and 3rd party data into the clinical workflow.

Biography

Dave Anderson is the Founder, CEO and President of Syte Logix. As a healthcare analytics and security executive, he brings his extensive experience in data analytics, cyber-security, risk management, patient privacy, and connectivity to the growing challenges of the MedTech and clinical data management market. His analytic and data exploration models create new opportunities for customers and partners to significantly improve the ROI around clinical research, and get products to market in a faster and more secure manner.

dave@sytelogix.com

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