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## Do more with less: The visualized insight culture

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Today's complex clinical trials yield data that are almost unimaginably large and complex. The novel techniques are increasingly targeting latest sources of information from disparate source, recognizing the individuality of subjects and producing even more massive quantities of data. As a result, the process of transforming data into usable knowledge while achieving the explanatory and exploratory goals simply cannot be accomplished by using traditional presentation methods. In an era when organizations must store, discover, access and share massive volumes of traditional and new data sources, approaches that transcends the limitations of traditional data visualization tactics are required evermore. An approach where data from diverse sources (study data, utilization metrics etc.) were integrated and visualized to enable successful forecasting of achievability of milestones, resource requirement and immediate health of the data cleaning process was devised. A comparative analysis was done with and without the data driven culture across a series of trials to evaluate efficiency based on user preference, time and quality. It was proven that the visualization approach could successfully answer age old questions such as – how far and how much more to clean and lock database with well-defined efficiency.

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