Connect Your Data

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Data, Data Everywhere!  

The Context & Connection of Data Nowhere?
HEALTHCARE AND PHARMA
CONNECT YOUR DATA TO
PATIENT CENTRICITY
Disparate Software Systems

Healthcare
- Insurance and Billing
- Appointment Scheduling
- Patient Electronic Medical Record (EMR)
- Financial and Population Analytics

Typically called EMR or EHR systems

Pharma
- Drug Discovery
  - Trial Planning
  - Trial Conduct: Electronic Data Capture (EDC)
  - Trial Submission
- Pharmacovigilance and Drug Safety

Typically called EDC systems
## Similarities

<table>
<thead>
<tr>
<th>Healthcare</th>
<th>Pharma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient</td>
<td>Subject</td>
</tr>
<tr>
<td>Prescription</td>
<td>Drug Being Trialed</td>
</tr>
<tr>
<td>Hospital</td>
<td>Site</td>
</tr>
<tr>
<td>Doctor</td>
<td>Clinical Investigator</td>
</tr>
<tr>
<td>Nurse</td>
<td>Clinical Research Coordinator</td>
</tr>
<tr>
<td>Population</td>
<td>Cohort</td>
</tr>
<tr>
<td>Manufacturer of Drug</td>
<td>Sponsor</td>
</tr>
</tbody>
</table>
Clinical Research Today

- Patients are identified and enrolled through a long and cumbersome process
- Their data is entered into an EMR system during their trial visits
- The data is then **manually** entered into an EDC system **later**
- This data **needs to be verified** to make sure it's correct
- Patient visits and communications is greater due to lack of system unification and data integration

<table>
<thead>
<tr>
<th>Time to bring drug to patient</th>
<th>Cost to develop a drug</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 years</td>
<td>&gt; 2 billion dollars</td>
</tr>
</tbody>
</table>
If EMR and EDC Data was Integrated....

- Time savings
- Cost savings
- Fewer patient visits and communications
- Better, faster, cleaner data
- Increased options for patients
- More efficient and effective research
If there was no EMR or EDC...

But just **one system** with PATIENT (YOU/ME) as the centre of the world.
• Faster Patient Recruitment
• Higher Patient Retention
• Better Clinical Insight
• Better Patient Care
• Reduced Trial Time
• Faster Drug to Market
• Reduced Cost to Patient, Payer and Insurance
Connected Data enabling Patient Centricity and providing better outcomes for YOU & ME
MAINFRAME AND DISTRIBUTED CONNECT YOUR DATA INTO INFORMATION ABOUT MONEY
Do you know what makes these transactions secure, always available, so fast and reliable?
What happens when you do a transaction?

Mainframe accesses database to process the transaction.

- Cash
- Credit/square
- PayPal
When mainframe meets distributed!

**VISA**
- Largest Global Electronic Payment network
- 2 billion consumers
- 36 million merchants
- 90 billion transactions
- 7 trillion dollars in total payment
- India: Visa cards linked to National ID system
- 47000 transactions per second
- 0 Downtime in last 20 years

**CITI**
- Global bank
- Core of CITI is information about money
- Mobile banking
- Consumer banking
- Secure and scalable
- Mainframe underpins all systems that are used
- Available, secure, best customer experience

Source: IBM.com
Where else can you connect the data to create value?
Focus

DONT’s
• Create a solution without knowing the problem and end user
• Create a technically brilliant useless piece of code
• Collect lot and lot of data that has no meaning and correlation

DO’s
• Build solutions to connect data not just systems
• Innovate by connecting and contextualizing the data into information
• Apply Machine Learning and Artificial Intelligence to further the learning from data
Thank you!
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