



## Medidata Presenting at the 2017 Partnerships in Clinical Trials Europe Conference

November 28, 2017

### *Event Brings Together Industry Leaders in Clinical Trials*

NEW YORK--(BUSINESS WIRE)--Nov. 28, 2017-- [Medidata](#) (NASDAQ:MDSO), the leading global provider of cloud-based technology and data analytics for clinical research, announced that Anthony Costello, vice president of mobile health, and Michael Hughes, lead product manager for payments at the Company, will speak at the 2017 Partnerships in Clinical Trials Europe (PCT) conference; which is taking place from November 28-29 at the RAI Exhibition and Convention Centre in Amsterdam.

The PCT annual conference unites over 1,000 stakeholders from across the clinical spectrum to share expert knowledge on improving clinical strategies. Since 2001, the conference has brought together leaders from the industry to provoke change and foster solutions that advance clinical trial collaborations. This year's event will focus on accelerating clinical development and improving trial benchmarking, enhancing clinical practices and partnering to bring patients to the forefront in clinical trials.

Michael Hughes will moderate a panel on cost savings associated with an integrated budget-to-payments solution. The session, which will take place at 12:00 pm on November 28, will highlight a number of areas including payment challenges, end-to-end payment solutions, data entry elimination and traceability. Michael will be joined by representatives from Amgen, INC Research and VivMedical.

Anthony Costello will participate in a panel during the plenary session and discuss the advances of mobile and clinical technology, including the impact on clinical research and existing barriers. The session, which will take place at 9:40 am on November 29, will look into the future of technology, mHealth, wearables and innovation for clinical trials, new innovation integrations into CRO partnerships, consumer devices and more. The session will be chaired by Bruce Hellman, CEO of uMotif, and will include representatives from Radboud University Medical Center, ICON and AstraZeneca.

Medidata will also showcase its industry leading unified cloud platform through demonstrations of [Medidata Clinical Cloud®](#), [Rave®](#), [Payments](#) and Analytics.

### **Christian Hebenstreit, general manager & senior vice president EMEA, Medidata, commented:**

"At Medidata we are constantly evolving our technologies to improve and revolutionize clinical trial practices. Partnerships in Clinical Trials Europe is an important event that brings together leading experts across the clinical trials space to address challenges and drive change."

Further details can be found on the PCT conference [website](#).

### **About Medidata**

[Medidata](#) is reinventing global drug and medical device development by creating the industry's leading cloud-based solutions for clinical research. Through our advanced applications and intelligent data analytics, Medidata helps advance the scientific goals of life sciences customers worldwide, including over 950 global pharmaceutical companies, biotech, diagnostic and device firms, leading academic medical centers, and contract research organizations.

The Medidata Clinical Cloud® brings a new level of quality and efficiency to clinical trials that empower our customers to make more informed decisions earlier and faster. Our unparalleled clinical trial data assets provide deep insights that pave the way for future growth. The Medidata Clinical Cloud is the primary technology solution powering clinical trials for 18 of the world's top 25 global pharmaceutical companies and is used by 18 of the top 25 medical device developers—from study design and planning through execution, management and reporting.

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