



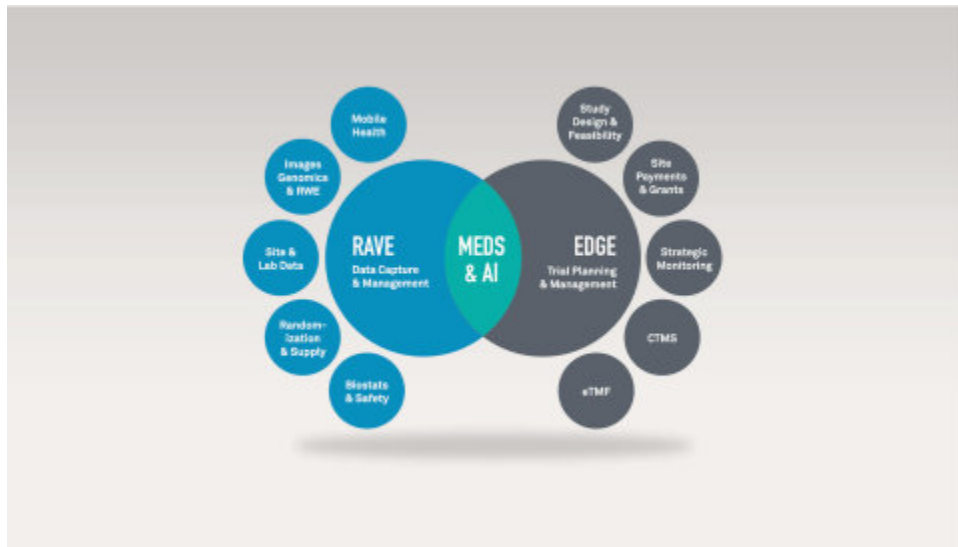
## Medidata's Next Generation Site Selection and Operational Benchmarking Tools Generally Available

February 6, 2018

*Advanced Analytics Empower Life Sciences Companies and CROs to Tackle Today's Most Complex Trials*

NEW YORK--(BUSINESS WIRE)--Feb. 6, 2018-- Targeted therapies create new opportunities for patients, but can require complex trial design to achieve their promise. These studies highlight the importance of working with the best clinical trial sites, and managing enrollment and key operational performance indicators (KPIs) in clinical development. Furthermore, regardless of study complexity, sponsors and CROs can struggle finding up-to-date, objective, quantitative sources of data on site performance and operational metrics, both within their organizations and across the industry.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180206005773/en/>



For over 19 years, Medidata's unified platform has powered some of the most advanced clinical trials in the world. Today, [Medidata](#) (NASDAQ: MDSO) is taking a step further to offer the most complete data and analytics capabilities in clinical research, with new predictive analytics and benchmarking in [Edge Study Feasibility](#) and [MEDS Perform](#).

Both capabilities, now generally available, are built on [MEDS](#) - the Medidata Enterprise Data Store. MEDS is the most modern, scalable data backbone available in research, and allows sponsors and CROs to collaborate in a "give-to-get" model, powering cross-sponsor, cross-study analytics.

Edge Study Feasibility accelerates patient enrollment, leveraging industry-wide de-duplicated master site data in MEDS, recommending the best sites based on their historical performance, industry experience and current study participation,

Medidata Clinical Cloud: One platform for Data Managers, Clinical Operations, Investigators, and Patients to accelerate the science and business of research. (Graphic: Business Wire)

inducing the use of weighted multivariate predictive models.

MEDS Perform enables research teams to measure, manage and improve operational execution across their entire portfolio of studies. Objective KPIs are automatically calculated by MEDS Perform, allowing data management and clinical operations teams to understand their own performance in the context of broader industry study execution, regardless of sponsor or CRO.

"Data and analytics are not only optimizing clinical research, but transforming it. The capabilities we are bringing to the market with MEDS and our investments in Data Science, inclusive of natural language processing, master data management, and predictive modeling in these cases, enable study teams to excel in creating smarter treatments," said Glen de Vries, co-founder and president, Medidata. "We're excited about the transformative impact our platform is having on clinical development, both scientifically and operationally."

### 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<sup>®</sup> 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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Source: Medidata

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