



Medidata NEXT Seoul and Shanghai Events Host Industry Thought Leaders at the Forefront of the Digital Transformation in Life Sciences

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China Drug Administration and Celltrion Lead Keynote Sessions

SHANGHAI--(BUSINESS WIRE)--Jul. 11, 2018-- This week, the Asia Pacific segment of Medidata's (NASDAQ:MDSO) global NEXT series continues with customer events in Seoul and Shanghai. Sessions will explore trends in virtual trials, mobile healthcare, real-world evidence, artificial intelligence, and machine learning.

The digital transformation of clinical trials is among the many topics being discussed by company executives and hundreds of life science leaders in the region.

NEXT Seoul concluded Tuesday with more than 400 attendees. Keynote speakers included Professor Daeho Lee from Asan Medical Center who discussed the importance of patient centricity in clinical research, and Mr. Sangjoon Lee who outlined how technology revolutionized new drug development for his company, Celltrion.

NEXT Shanghai takes place Thursday, with over 800 attendees expected from leading pharmaceutical companies, including Fosun, and 13 CRO sponsors, including Paraxel, TigerMed, FMD K&L, and Wuxi CDS. Keynote speakers from China Drug Administration (formerly CFDA) and University of Tokyo Hospital in Shanghai will explore the future blueprint of drug development.

"This week is a great opportunity for life science leaders in the region to share insight about the future of drug development," said Glen de Vries, president and co-founder, Medidata. "I'm excited to join over 1,200 customers and partners as we discuss the digital transformation of our industry."

Learn more about Medidata NEXT [global events](#) and register today for [NEXT NYC](#).

About Medidata

Medidata is leading the digital transformation of life sciences, with the world's most used platform for clinical development, commercial, and real-world data. Powered by artificial intelligence and delivered by the #1 ranked industry experts, the Intelligent Platform for Life Sciences helps pharmaceutical, biotech, medical device companies, and academic researchers accelerate value, minimize risk and optimize outcomes. Medidata serves more than 1,000 customers and partners worldwide and empowers more than 100,000 certified users everyday to create hope for millions of patients. Discover the future of life sciences: www.mdsol.com

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