

Medidata to Present First-of-its-kind Scientific Innovation at 2017 ASCO Annual Meeting

NEW YORK--(BUSINESS WIRE)-- [Medidata](#) (NASDAQ:MDSO), the leading global provider of cloud-based technology and data analytics for clinical research, today announced its participation in the [2017 American Society of Clinical Oncology \(ASCO\) Annual Meeting](#), the premier cancer-focused scientific meeting.

Medidata is the first technology company ever selected by ASCO to present its scientific innovation to advance clinical research and further drug development in oncology and beyond.

Working with experts from The University of Texas MD Anderson Cancer Center, Weill Cornell Medical College and long-time customer, Roche, Medidata will join more than 30,000 oncology professionals in Chicago, June 2-6, to discuss state-of-the-art treatment modalities, new therapies and ongoing controversies in the field.

Among a pool of more than 5,700 submissions, ASCO selected both of Medidata's abstracts:

- | ["Creating a synthetic control arm from previous clinical trials: Application to establishing early endpoints as indicators of overall survival in acute myeloid leukemia \(AML\)."](#) **The abstract will review Medidata's scientific findings from a synthetic control arm (SCA) which was created in acute myeloid leukemia.** Authors from Medidata Data Science and Roche will present, along with Don Berry, a professor in the department of biostatistics at The University of Texas MD Anderson Cancer Center.

Don Berry said: "Synthetic control arms, created out of large pools of patient data, offer the possibility of early insight during clinical development programs. Incorporating synthetic control arms directly into clinical data systems to validate research decisions is an exciting evolution in the use of historical control data."

- | ["A new unsupervised clustering algorithm applied to genome-wide profiles of breast cancers in The Cancer Genome Atlas proper subsets triple-negative samples."](#) **Medidata's Clinical Trial Genomics (CTG) algorithm generated a scientific finding in breast cancer that was accepted for e-publication.** Members from Medidata Data Science and Jason Mezey, an associate professor at Cornell University and Weill Cornell Medical College, co-authored this work.

Jason Mezey said: "As we learn more about genomes, more opportunities will present themselves for better, targeted therapies. Linking genomic data to the extensive data available from clinical research systems is providing an unprecedented opportunity to discover new insights that will impact the clinical development process."

David Lee, Medidata's chief data officer, said: "The two acceptances at ASCO highlight Medidata's ability to help clients generate scientific findings faster than ever before. These results - based on our SCA and CTG offerings - are prime examples of the unique value customers realize from our unmatched data assets and cutting-edge data analytics."

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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 more than 850 global pharmaceutical companies, innovative 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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