

## Medidata Successfully Hosts Annual European NEXT Conference Series

### *Events Bring Together Industry Leaders to Examine Technology's role in Transforming Clinical Development*

NEW YORK--(BUSINESS WIRE)-- [Medidata](#) (NASDAQ:MDSO), the leading global provider of cloud-based technology and data analytics for clinical research, today announced the successful completion of the annual NEXT Conference series in Europe during June 2017, with events having occurred in Basel, Berlin and London. Each event brought together leading industry experts to examine how data, insights and technology are transforming the future of clinical trials and drug development processes in a \$4.0 billion global e-clinical technology industry.<sup>1</sup>

Drawing upon Medidata's experience in over 15 therapeutic areas, Medidata's senior management, including Co-Founders Tarek Sherif (CEO and Chairman) and Glen de Vries (President) as well as Chief Operating Officer, Mike Capone, presented how to unlock the value of clinical trial data to accelerate drug development. Having acknowledged the growing cost burden on healthcare systems driven by ageing populations and high clinical failure rates, Medidata demonstrated how its platforms are bringing innovation to streamline the complete drug development process. Multiple partner case studies demonstrated how the Medidata Clinical Cloud® platform is powering the future of clinical trials with intelligent site selection and risk based monitoring.

Guest speakers from Medidata's customers included Louise Lampe, Global Head of Central Data Science, at Boehringer Ingelheim; Steve Nabarro, Head of Clinical Operations and Data Management at Cancer Research UK; and Susan Griffing, VP Global Head Country Clinical Operations at Roche. These speakers actively discussed the challenges and complexity of drug development, while providing a customer perspective on how Medidata's technology is transforming clinical trial practices, increasing efficiency and improving patient outcomes. Industry experts and partners, including Petra Jantzer, EALA Life Sciences R&D Lead at Accenture; Cornelia Yzer, Former Berlin Senator and Secretary of State; and Bill Byrom, Senior Director Product Innovation at ICON, provided perspective on the industry today, the latest trends moving forward, and the realm of possibility for clinical trials.

"Prior to each event there was a hackathon where individuals had the opportunity to collaborate with fellow developers, designers and system integration officers to create solutions to drug development barriers in the clinical trial space," explained Ross Rothmeier, VP of technology solutions and innovation labs, Medidata. "These hackathons demonstrated how leveraging technology, such as virtual reality systems and Medidata's RAVE application, adds value by improving outcomes, increasing accuracy and simplifying trials and accessibility."

"Given the cost challenges the industry faces, long development timelines and need to bring drugs to patients sooner, technologies and services that expedite development are valuable. Bringing scientists and other industry experts from across Europe into the NEXT series provided a great opportunity to share expertise, improve efficiency and strategize for the future." said Rachel Darby-Dowman of Cancer Research UK after London's NEXT event.

"I am pleased with the success of the NEXT conference series that brought together over 300 technology leaders and industry experts to evaluate how technology is revolutionizing drug development," commented Christian Hebenstreit, General Manager EMEA, Medidata. "The series provided an ideal platform for industry experts to exchange ideas and share best practices of how to utilize data and technology to effectively design, execute and report better clinical trials on a global scale to accelerate drug development and deliver important new treatment options to patients around the world. We look forward to Medidata NEXT Global in New York this November and to continue this important series throughout Europe in 2018."

Further details for the events can be found at <http://medidatanext.com/>

<sup>1</sup> Medidata Analysis

### **About Medidata NEXT**

Medidata NEXT (formerly Medidata Symposium) began in 2006 when a group of dedicated Medidata customers collaborated to create an open and mutually beneficial environment to network, exchange ideas, share best practices and provide feedback to Medidata.

Today, Medidata NEXT has become an even more diverse mix of global Medidata customers and service partners who

enjoy the benefits of the Medidata Clinical Cloud<sup>®</sup>. To date, nearly 40 conferences around the globe have gathered thousands of technology users and clinical leaders.

## **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 850 global pharmaceutical companies, innovative 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 16 of the top 20 medical device developers— from study design and planning through execution, management and reporting.

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