

Paper AD10

Actionable Clinical Data Insights: The Key to Improved Collaboration and Workflow across the Clinical Research Process

Rick Morrison, CEO, Comprehend Systems
Redwood City, California, USA

This paper will discuss ways in which sponsors, CROs and other researchers can improve the clinical research process through actionable data insights, with a focus on researcher collaboration and workflow.

As pharma struggles to automate processes, discussion among researchers is still largely manual – leading to stalled trials and missing or incomplete information. Connecting data to workflows encourages collaboration and discussion, enables queries to be resolved quicker and ultimately drives efficiency and cost savings.

Impact of Actionable Data Insights

In today's competitive drug development market, achieving access to actionable data insights should be the first order of business for all sponsors. The clinical research process today requires heavy input from individuals to efficiently advance workflow. As a result, users are currently forced to coordinate next steps across multiple mediums and manually following up with others. This includes confirming (and reconfirming!) that the required steps have been taken or coordinating with other team members when they realize something is missing. In an environment of auditability and accountability, questions must be addressed in many mediums, including email, telephone or in person. With faster insight into what need to be done, researchers can coordinate with others to take action much faster, and maintain consistency and data integrity across teams and trials.

Workflow as a Means to Maintain Efficacy

Today's research process also typically eliminates the possibility of any record of discussion, or at least makes it much more difficult to reconstruct communication flows. Without centrally tracked conversations, any questions that need to be referenced years after the fact – such as when a trial fails unexpectedly in late stages – require significant effort, time and money to reconstruct. As a result, it becomes almost impossible to piece together long-forgotten emails, IMs, and other records to access any relevant train of thought.

By automating these processes, the end result is improved efficiency and reduced individual bottlenecks. For example, by having an easier way to implement audit trails, we decrease errors and protect sponsors. Actionable insights will be critical as sponsors try to further decrease costs by finding ways to better track and work with data.

Enhanced Collaboration and Connections

The next generation of industry tools will include collaboration and workflow management features to automate workflows and tasks throughout the trials process. The very first step includes getting actionable insights across all disparate data systems. By integrating workflow and collaboration capabilities with analysis and dashboard tools across disparate data collection systems, data becomes both actionable and available. The end result is improved efficiency and accuracy, impacting trial transparency by providing answers that are both defensible and easily accessible.