



Trends & Technology

How an increase in data demand is driving the creation of new platforms focused on non-data natives.

Session Overview

Presenter:

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Trends & Technologies (TT):

The Trends & Technology Stream concentrates on the many new and emerging trends within life sciences that have an impact on those working with data. These could include hot topics driven by external factors such as public opinion and the application of new technologies in the life sciences sector.

Session Title:

How an increase in data demand is driving the creation of new software platforms focused on non-data natives.

What should you expect to get out of this session?

- A basic understanding of the 'non-data native' persona and their interaction with data
- A brief evolution of working with data
- A glimpse of the trends which will continue to unfold over the next decade
- Key points to identify technologies which are playing a part in the trend

Agenda

1. Who are data natives & non-data natives?
2. Macro trends of working with data
3. The evolution of use cases that these data tools apply
4. Future data tools for non-data natives

Who are the 'Data & Non – Data Natives'?

Data Natives

- Description: People who love working with data. Structured, unstructured, clean, dirty.....we don't care - we'll take it all. Tables, tabs, timeseries. We feel comfort in data. We find art in data as we use it to paint a picture.
- Roles: Data Scientist, Data Analyst, Programmer, Statistician, Data Manager, Research Data Specialist, Data Safety Manager, etc.

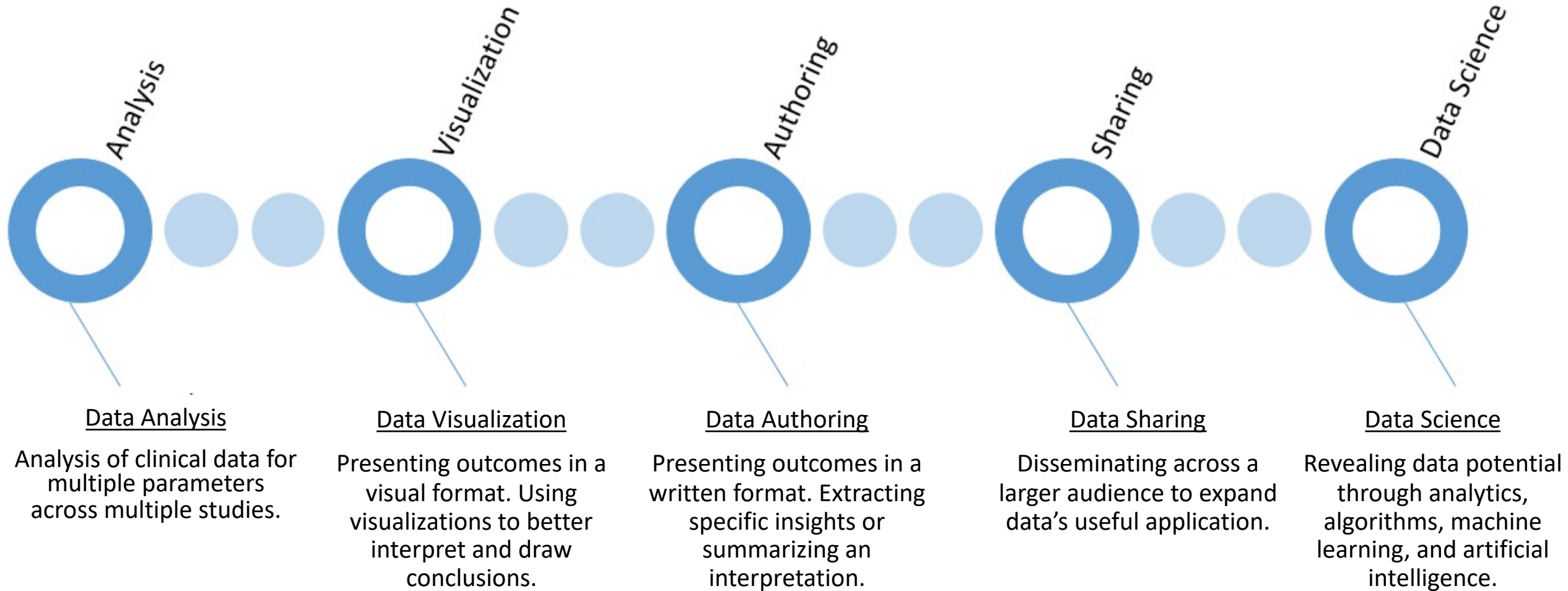
Non – data Natives

- Description: People who shy away from data or do not know even where to begin. Data is not my forte! Prefer written, visual, mental, or verbal data as opposed to traditional data.
- Roles: Nurses, Writers, Reg. Communications, Operations, Publishers, Redactors, Patients, Analyst, Project Managers, Community Engagement, Recruitment, etc.

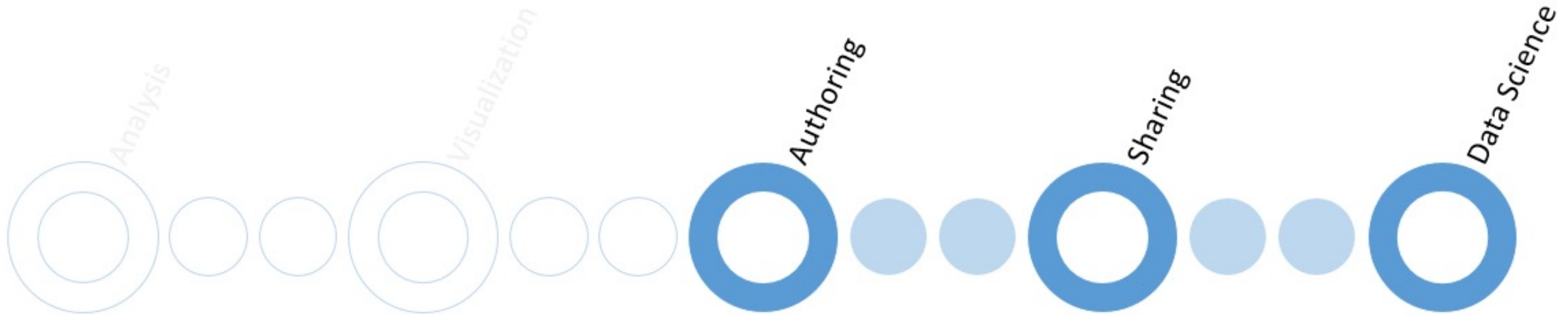
Trends of working with data

1. The number of people working with data is growing.
2. Democratization of data is fueling demand from non-data natives who want to make Data Driven Decisions.
3. Data natives are pressured to process, synthesize, and analyze data to support these Data Driven Decisions but for a much larger set of use cases.
4. New tools emerge daily specifically designed to help non-data natives that make data easier to consume and use.

Evolving use of data tools & use cases



The future trend of new software for non-data natives



- Most new software tools designed for non-data natives will come from these key areas.
- The new software tools broach data adjacent professions which reduces demand on the data community.
- Non-data natives become empowered to work with data by using software that ‘augments behavior’.

Key questions to help identify these trendy technologies

Ask these questions of your software with the hopes of a 'yes'. Does the software....

- automate portions of my task the next time I use it?
- recommend a solution, answer, or outcome?
- change or evolve through my continuous usage?
- raise my awareness on key information even when I haven't sought it out?

Thank You!

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