



Data Without Boundaries: The Single Source of Data Truth, Data Democratization, and Roles Evolution

PHUSE 2026

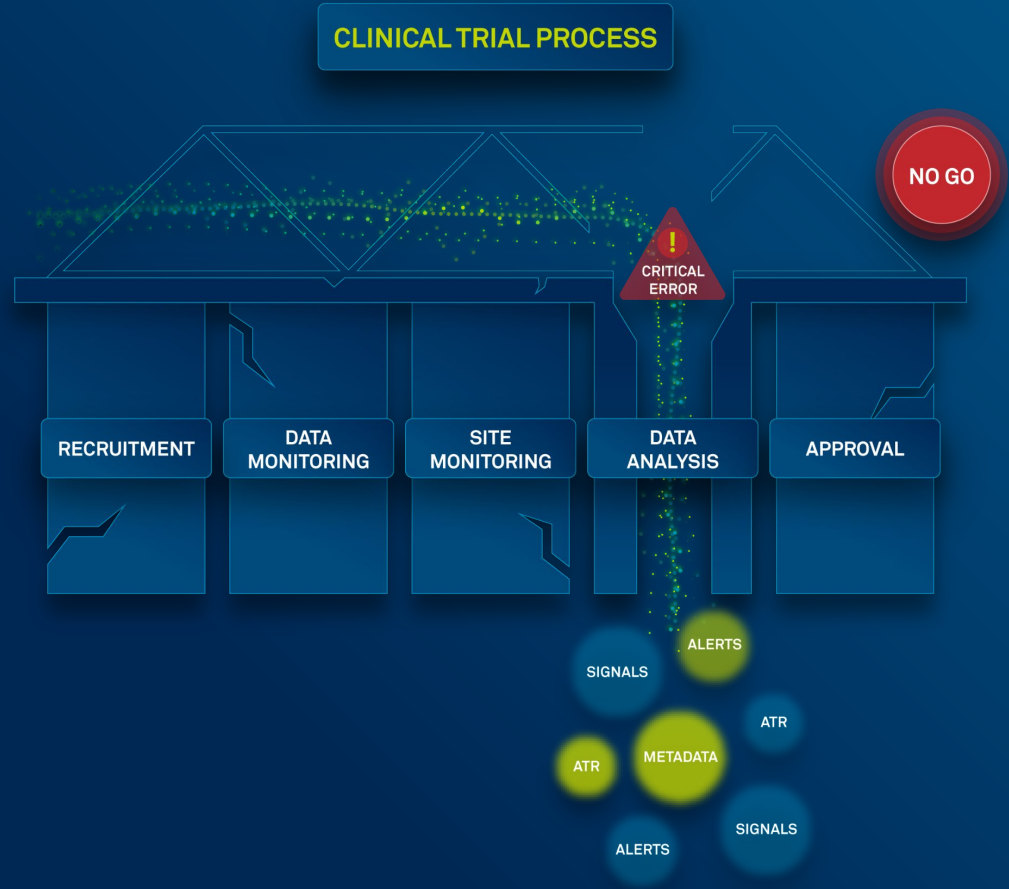




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A Trial That “Worked”... Until It Didn’t

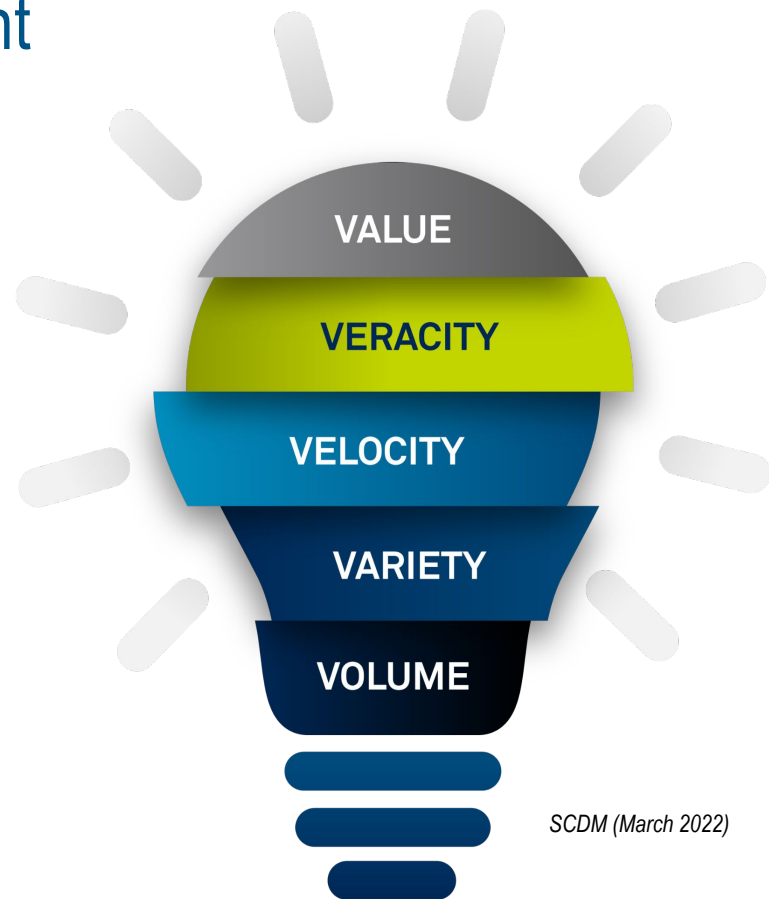


Data Collection Evolution



5 Vs of Clinical Data Management

**From Volume
to Meaning**



SCDM (March 2022)

Imaging

EMR/EHR

EDC/eCRF

Sensors

Real-World Data

Lab Results

Metadata as the Intelligence Layer



Data Is No Longer Owned but Shared



Democratization Without Context Is a Risk



**Different
interpretations**

**Conflicting
decisions**

**Alert
fatigue**

**Noise vs
signal**

Quality Can't Live in One Function



Quality is not:

End of study batch cleaning

Inspection driven fixes



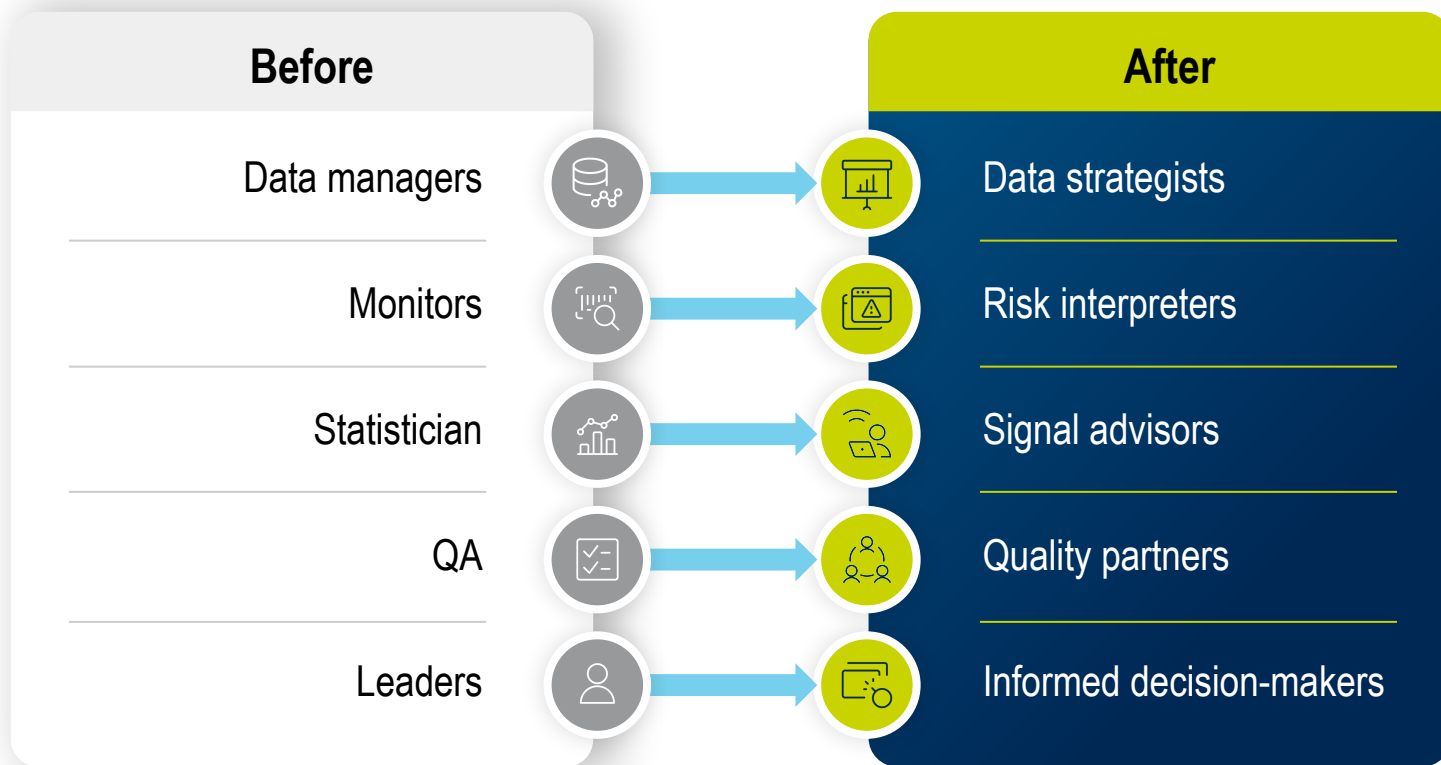
Quality is:

Quality is embedded, not escalated

Decisions closer to data

Faster course correction

Roles Must Evolve With Data



Technology is an Accelerator... Not a Strategy

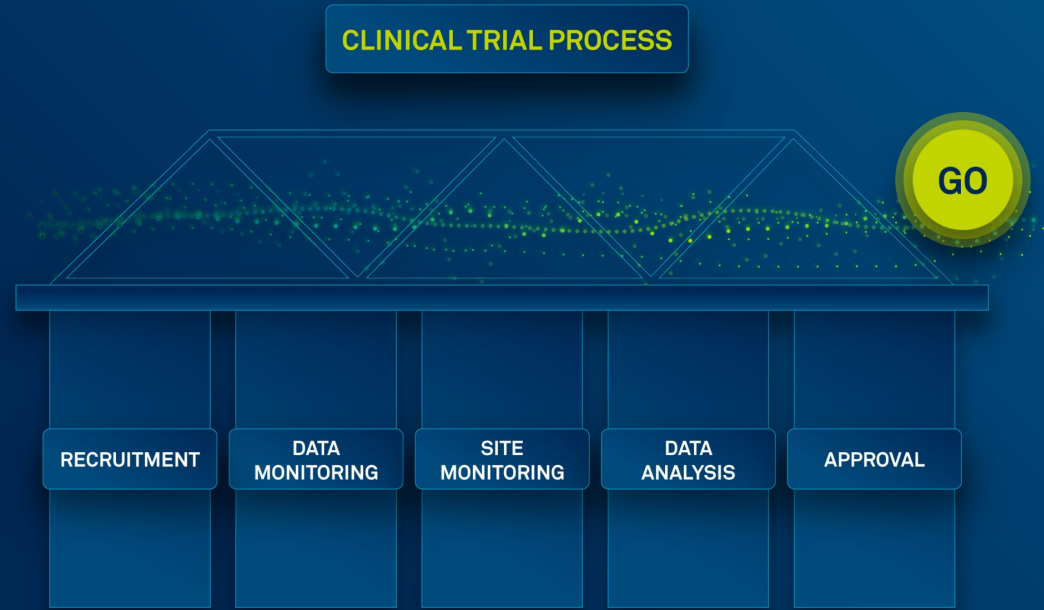


Virtual

AI-Enables Trials



Design for the World We're Entering



Thank You!



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