Life Sciences and Pharmaceuticals want to...

360° view of a drug

- Accelerate drug development
- Optimize clinical trials
- Commercialize drugs in global markets
- Monitor product safety in clinic development
- Create drugs that address unmet medical needs

But all too often we hear the following...

> We're pretty sure we had the cure to cancer, but we've lost it.

> We're unclear on what trials our own organization is currently running on investigational drugs.

> There's no easy way for us to use real-world evidence to improve drug discovery and development.

> We are having challenges managing drug safety label changes in a timely and effective manner.

Indeed, these are the 5 main data challenges facing Life Sciences organizations

Siloed data

Data is found in various systems across the business due to mergers and acquisitions, and outsourcing functions such as clinical trials and manufacturing

High cost

Using human resources to "find" data is costly, and there is a lack of technology and knowhow to make data more accessible to a wider audience within the business

Data volume and variety

As more data is generated through R&D, there is an increasing challenge to manage the sheer volume and variety of it (both structured and unstructured)

Ineffective collaboration

Data siloes and inefficient data management practices make it hard for collaboration and interoperability between departments and with external vendors, suppliers and regulators

Poor reporting

As data is strewn across the organizations, there is a lack of data quality which leads to difficulties in reporting, analytics and ensuring regulatory compliance

So, what can be done? Well, here are 5 ways to get to that 360-degree view

Consolidate and master your data — Bring together data from across the entire development lifecycle to provide a "single source of the truth" for drug data

Augment your data — Augment internal organization data with real-world data and reference information from multiple sources (e.g. PubChem, ClinicalTrials.gov, DrugBank, FDA Adverse Event Reporting System)

Run advanced analytics and machine-learning — Bring together connected data from all stages of the drug development lifecycle (drug discovery, clinical trials, commercialization, adverse reaction reporting) to answer key business questions

Achieve IDMP compliance — Use a robust data model to manage and master data from across the drug development lifecycle that aligns with IDMP guidelines

Improve agility — Increase cross-functional collaboration and interoperability based on a strong foundation of trusted data; make data more accessible and findable across phases of development and throughout the organization

To find out more about how you can get a 360-degree view of a drug as it moves through the stages of its development lifecycle, take a look at the Molecule to Market solution from Fresh Gravity that is powered by Reltio.

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