Embracing innovation in biopharma R&D to improve patient lives

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Over the past few decades, the pharmaceutical industry has shifted its focus to areas of high unmet need. Such as treating cancer and rare diseases. For many of these conditions, traditional approaches to clinical trial design fall short. The transition therefore calls for innovative clinical and regulatory strategies that can deliver new drugs fast. Advanced digital technologies now offer unprecedented opportunities to improve drug development and, by extension, patients’ lives. These include capturing patient-reported outcomes, facilitating accelerated regulatory approval pathways, analyzing real-world data, and using intelligent analytics solutions. While the tools and practices for unlocking the potential of innovation abound, pharma is only in the early stages of adapting them at scale. Aligning the needs of patients, providers, payers, and regulators will require biopharma organizations to adapt and evolve. And leveraging digital tools, data, and analytics could help them get there. Lee et al. “Innovation in Regulatory Science is Meeting Evolution of Clinical Evidence Generation.” Clinical Pharmacology & Therapeutics (2019)

Innovation in Regulatory Science Is Meeting Evolution of Clinical Evidence Generation

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