

## Medidata and Rho

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As life science organizations face rising drug development costs and shrinking revenue streams, they are eager to leverage CROs and technology to increase their return on investment and gain new efficiencies.

### A Team to Provide Unrivaled Speed, Flexibility and Quality

Rho, a full-service CRO, has a history of delivering excellence in clinical research from its expertise and passion for driving results. Clinical data management (CDM) has been a cornerstone of Rho's research services for more than 28 years, consistently delivering databases of the highest quality with unmatched speed and flexibility. Rho's CDM team is well-versed in good clinical data management practices (GCDMP) and has strong technical, programming and communication skills. Whether a multi-site, post-marketing study with thousands of subjects or a one-center, Phase I study with fewer than 50 subjects, Rho provides a customized, cost-effective and flexible approach to meet all of its customers' needs.

### Combining Clinical Expertise with the Medidata Clinical Cloud

Rho and Medidata Solutions share a vision of increasing efficiencies for life science organizations through leading technology and CDM expertise. The Medidata Clinical Cloud™, an innovative platform of cloud-based clinical development solutions, enhances Rho's well-known reputation for meeting aggressive deadlines without sacrificing integrity and quality. Rho relies on the flexibility, speed and rapid implementation that the Clinical Cloud platform delivers to support its sponsors and maintain its high-quality standards.

### Two Experienced Partners, One Great Solution

Through the Medidata Partner Program, Rho can confidently deliver Medidata technology combined with its project and data management services. As a Medidata Services Partner, Rho is accredited in Medidata Rave®, Medidata's cloud-based electronic data capture (EDC) and CDM solution, positioning Rho to independently deliver a full suite of services, including study build, end-user training, data migrations and advanced reporting.

## About Rho

Rho is a contract research organization (CRO) providing a full range of services across the drug development process. For more than 28 years, Rho has been a trusted partner to leading pharmaceutical, biotechnology, and medical device companies as well as academic and government organizations. Our commitment to excellence, innovative technologies, and therapeutic expertise accelerate time to market, maximize returns on investment, and lead to an exceptional customer experience.

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## Enhanced Study Conduct with Rave

Through the use of Rave, Rho has the ability to flexibly support its sponsor organizations, whether by cost-effectively and easily implementing a single clinical trial or supporting an enterprise-wide deployment for multiple therapeutic areas (TAs), phases and studies. The rich set of on-demand data extraction and reporting tools provide a robust platform to manage site, patient and lab reported data, which is then readily available for analysis and submission.

Built on a highly scalable architecture and based on industry standards, Rave has the flexibility to support the breadth of any organization's clinical processes as well as the unique aspects of individual trials. It works the way an organization works: roles and responsibilities across study teams can be defined and administered centrally.

## Rho Leverages Rave to Optimize Clinical Studies Through:

- **Rapid study implementation**  
Quick study start enables first patient in (FPI) that much sooner.
- **High flexibility**  
Rave easily adapts to processes and best practices for any study phase or TA.
- **User accessibility**  
Sites find Rave accessible and easy to use in any language—so researchers can enter data quickly and often.
- **Data availability**  
Rave provides fast access to needed data—report on or extract information as soon as it's entered.
- **Interoperability with other systems**  
Rave's interoperability allows for easy data across multiple best-in-class clinical applications, including data warehouses, interactive voice/web response (IVR/IWR) systems, electronic patient-reported outcomes (ePRO), CTMS, coding and safety reporting systems.
- **Seamless integration**  
Rave's out-of-the-box unification with other solutions in the Medidata Clinical Cloud increases efficiency and eliminates the need for a custom integration.

## About Medidata

Medidata Solutions is the leading global provider of cloud-based solutions for clinical research in life sciences, transforming clinical development through its advanced applications and intelligent data analytics. The Medidata Clinical Cloud™ brings new levels of productivity and quality to the clinical testing of promising medical treatments, from study design and planning through execution, management and reporting. We are committed to advancing the competitive and scientific goals of global customers, which include over 90% of the top 25 global pharmaceutical companies; innovative biotech, diagnostic and device firms; leading academic medical centers; and contract research organizations.

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### Medidata Clinical Cloud™

Cloud-based clinical research solutions | Innovative technology | Data-driven analytics  
Reduced costs | Improved time to market | Faster decisions | Minimized risk