The Computerworld Honors Program

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Final Copy of Case Study

Status:
Laureate

Year:
2013

Organization Name:
PPD

Organization URL:
www.pppdi.com

Project Name:
PPD PatientView

Please select the category in which you are submitting your entry:
Health

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

Bringing one new drug to the public can costs a biopharmaceutical company more than $1 billion and take 15 years. PPD provides an array of drug discovery and development services and products to expedite drug development. Today, clinical trials are growing in duration, creating the undesired effect of lowering retention rates among study participants in the clinical trials necessary in drug development. Having a patient drop out of a clinical trial can impact trial results and make it more difficult to obtain regulatory approval. Designed and developed to promote patient health, give patients access to their own medical records and engage and retain these patients in clinical trials, PPD's PatientView keeps study participants active and connected to their clinical trial. PatientView, a novel,

customized, one-stop-shop patient portal, connects the patient to their health information, and offers convenient tools to schedule appointments, fill prescriptions and stay in contact with the team of professionals running and monitoring the clinical trial, the trial registry and monitoring program. PatientView is a trusted and secure online service designed to let patients view, share and electronically archive their medical information. It uses proprietary interfaces between clinical trial data systems and Microsoft HealthVault where the patient's clinical trial data can be stored. PatientView is a portal that can be used by the patient to access their data along with other tools that help them manage their participation in a clinical trial and their overall health. PatientView is highly customizable and can be tailored to the specific requirements pertaining to the needs indication of a patient. PatientView offers a profound resource to enhance patient communication, compliance, retention and satisfaction in clinical trials, thus impacting patients' health care by keeping patients engaged in the trial process to effectively execute the drug's delivery to market.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

PPD PatientView was implemented in March of 2011. The core technologies have remained constant since its initial deployment. PatientView incorporates the use of a Microsoft HealthVault, a patient accessible Electronic Health Records system. HealthVault is a secure platform designed to put patients in control of their health information and in connection with health materials applicable to their illness. With HealthVault technology, patients have the opportunity to electronically archive their personal health information and access portal links to physicians, pharmacies and websites related to their indication.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

Yes, implementation of PPD PatientView is complete.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

PPD PatientView enhances the biopharmaceutical industry's clinical trial process, with greater certainty and potential to bring life-changing medicines and therapies that can ultimately impact millions of people around the world. By keeping patients engaged and connected to their personal health information collected

throughout a trial, it reduces the likelihood of study drop out, which can be detrimental to a trial's success. More importantly, PatientView engages patients in their health care and allows them to play a more active role in following their trial results and relevant medical information. PatientView is a personalized solution, granting access to educational materials and information related to their indication, such as diet recommendations, exercise routines and helpful websites. For example, a global drug developer that conducts numerous clinical trials wanted to enhance patient experience, compliance and retention in a long-term diabetes trial. PPD implemented PatientView on their long-term diabetes trial and 97 percent of the trial patients using PatientView are still actively participating in the study, significantly higher than the 86 percent retention rate for patients not using PatientView. This is an example of how PatientView is already showing tremendous success in increasing patient retention rates and making a positive impact on the clinical trial process.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

PPD PatientView is a unique innovation in the clinical trial process. Through the use of this portal technology, we can actively engage our patients and encourage greater participation in clinical trials. An important advantage of PPD PatientView is the ability to provide health care data directly to patients, who can use the data with their own physician to help manage their health. The portlets within PatientView can be customized to easily deliver important patient data where it is needed most, at the forefront. Because PatientView can be customized, the portal can be used for a number of applications beyond current trial participation. It can be arranged to function as a recruitment tool, follow-up or even late stage clinical trial utility. This innovative technology has the potential to have significant positive impacts for patients and the clinical trial process for years to come.

If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)

In addition to PPD PatientView, PPD has other solutions that are part of a suite of technologies to support patients' involvement, education and awareness into their health care. Another solution in PPD's suite of technologies that promotes patient's health care is the Clinical Trials Mobile App. This app provides easy access to search the national Library of Medicine database of available clinical trials worldwide, find studies near you matching specified categories and keywords, and view detailed information about specific clinical trials. Users can also access information on how to register with PPD as a clinical trial participant or investigator, save trial searches and email trial data. This app makes it easy to

locate a trial on any indication a patient might be looking for, with just a few simple taps. PPD has developed a technology to make it easy for someone interested in participating in a trial, to connect with a doctor working within that trial. With PPD's patient recruitment tool, social media and other marketing outlets advertise for a certain trial, which connects them to a trial webpage. Interested patients can enter their postal code to determine if a doctor in their area is participating in the trial, and then click on an option to answer a few pertinent inclusion and exclusion questions. Depending on if their responses match qualifying information, their contact information is then entered into the recruitment system for a doctor within a certain radius of their postal code to connect with them. PatientPoint is a dynamic system that offers a unique way to intuitively link interested subjects with participating doctors, ultimately advancing clinical trial enrollment and maximizing effective recruitment efforts.