

Clinerion Courier
May 2019

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How EHR-based Recruitment & Retention Supports Patients' Centricity

Patient centricity puts the patient back at the heart of the development of medical innovations, by prioritizing the patient's experience, needs and outcomes. Putting focus on the needs and the experiences of patients has been shown to make drug development and launch more effective.

Patient data, in the form of hospital electronic health records (EHRs), offer a data-driven entry point into patient centricity. For example, use of EHR can remove barriers to participation via decentralized clinical trials and thereby support retention and adherence. An additional case would be that electronic information systems create stronger patient engagement by simplifying and automating access to information, and enabling informed consent. And, lastly, the patient recruitment processes can be accelerated and made more efficient by use of EHR-based analytics.

But how is "patient centricity" to be effected?
We had a look at how EHR-based recruitment & retention supports patient centricity in our article in the latest edition of the Journal for Clinical Studies. [Read more >](#)

[Patient Centricity - What does it mean to you, in 3 words? Join the LinkedIn conversation here!]

Coincidentally, patients are also at the center of everything Clinerion does. We are committed to the early detection, prevention and care for all chronic and acute diseases using our patented technology for the good of patients and society.

Because our technology and services put the focus back on to patients' needs and experiences, Clinerion can help researchers understand the patient journey, to increase medical knowledge and support advanced research. The Patient Network Explorer makes it easier for patients to access the most innovative clinical studies by matching patients to clinical trials. In this way, they support the acceleration of the development of new medicines and treatments. This also helps researchers generate real-world evidence on patient experience and patient journeys. [See how >](#)

Clineron's Question to...
Matthew Barrows, Sr Consultant & CRO Specialist at
Charlton Morris



Q: Matthew, in your recent article [CROs and the Battle for Patients](#), we read that pharma companies need patients for their trials and approval needs, but also that it goes both ways. Despite that sponsors' efforts to recruit in new, innovative ways (e.g. social media), patients willing to take trials are now more connected, informed, and thus more selective. From your discussions with industry stakeholders, what do you think are the key points to improve patient's outcomes and bring innovative treatments to the patients earlier via accelerated clinical recruitment and clinical trials?

A: I believe it's important for the companies conducting the recruitment and trials to go out of their way to understand what it is that the patient wants out of the treatment with a personalised/humanised approach. This would improve perception of said company and ensure the needs of the 'end user' are truly met. Motivations in healthy volunteers vs patients would vary drastically but once this has been established the treatment can be personalised to improve efficiency.

[Want to submit a question, or a specific idea for our next edition? Are you an expert yourself or want to recommend one? [Drop us a line >](#)]

Clineron's Network Explorer Expands ... Rapidly!

We are growing our coverage of patients around the world, collaborating with an ecosystem of private and public partners to improve patient lives worldwide. In the past two months, we have been thrilled to engage with quite a lot of new partners in Greece and Cyprus, India, Middle East and North Africa, Israel and Australia, Czechia and Slovakia, Mexico, and Poland!

New Data Partner:
Sigmsoft, Greece and Cyprus



Sigmsoft is a medical software company based in Greece and Cyprus with six years' experience in eHealth. The company provides innovative software systems and consulting services for healthcare providers, institutions and pharmaceutical companies. [Read more >](#)

New Data Partner:
Alpha MD, India



Alpha MD is a global clinical research and technology consultancy that provides end-to-end solutions to healthcare partners. [Read more >](#)

New Data Partner:
Clinart, Dubai, UAE



Clinart MENA is a leading regional and innovative contract research organization, offering a full service End-to-End Solution for Phase I to IV / NIS / RWE studies in the Middle East and North Africa region. [Read more >](#)

New Data Partner:
Bioforum, Israel and Australia



Bioforum is a data-focused Contract Research Organization (CRO), offering a wide range of consulting services, including medical writing, data management and bio-statistical support. [Read more >](#)

New Data Partner:
CCRI, Czechia and Slovakia



CCRI is a full-service contract research organization providing tailor-made solutions for clinical trials monitoring, project management and Good Clinical Practice auditing services, operating mainly in the Czech Republic and Slovakia. [Read more >](#)

New Data Partner:
Inpharamo, Mexico



Inpharamo is a company created to introduce in Mexico innovative connected medical devices that already work in other parts of the world such as Europe or the United States. The new company, 50% owned by Semicrol, aims to replicate in Mexico the model of success achieved through Alive Health Systems in Spain. [Read more >](#)

New Hospital Partner:
EMC Szpitale, Poland



EMC Szpitale operates 11 hospitals and 19 outpatient clinics, providing primary and specialized medical care to over one million patients across Poland. [Read more >](#)

Our Team Expands - We are hiring!



New Team Member:
Douglas Drake
Customer Solutions Director

For the past 20 years, Douglas has worked and consulted in various aspects of life science informatics, from genomics through drug discovery and development, and has experience in ACME / DMPC and clinical pharmacology modelling. His specific focus is on improving patient care outcomes using digital patient engagement. [Douglas' LinkedIn profile >](#)



New Team Member:
Julien Meinrad
Digital Marketing & Communications Specialist

Julien brings a 7-year experience in digital marketing, including several years in Pharma. At Boomerang Pharma Communications, he was an Account Manager responsible for multiple projects with Novartis - mainly websites. As part of his last role at Drug Information Association (DIA), he supported the promotion of events gathering thousands of regulatory, pharmacovigilance and clinical research professionals. [Julien's LinkedIn profile >](#)



New Team Member:
Justin Purackal
Customer Solutions Director

Justin holds a Masters degree in Industrial and Commercial Biotechnology from Newcastle University, UK, and he has more than 10 years of experience in the Life Science industry within different organizations. In his previous role at IQVIA he was responsible for the sales of a broad portfolio including clinical and real-world evidence solutions. Justin is fluent in English, German, Malayalam, Tamil and Hindi. [Justin's LinkedIn profile >](#)



New Team Member:
Léon van Wouwe
Site and Patient Network Director

Léon has broad experience in Clinical Development Operations across a wide range of therapeutic areas (including oncology and autoimmune diseases) and worked for Celgene, AstraZeneca, Roche and Merck, among others. He also supported smaller start-up biotech companies such as AngenX. Léon brings strong cross functional focus and innovative approaches to the development of new treatment options for patients. [Léon's LinkedIn profile >](#)



We are hiring!
Job Openings

Our Patient Network is expanding fast - and so is our team. We are currently recruiting for the following positions:

- System Integration Project Manager
- Project Management Director
- Software Developer

If you think you're a match, or know someone who could be, please apply / share!
[Find out more >](#)

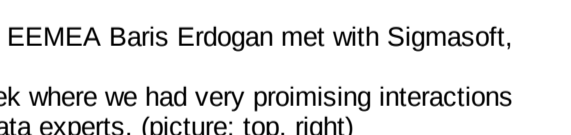
Clineron's Cross Country Tour



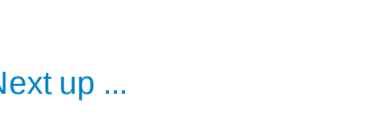
We attended many events in April and May, in various countries: Switzerland, France, Belgium, Germany, United Kingdom, Greece, Mexico and India were all in our itinerary!

As part of our highlights:

- at the Health IT Conference in Athens, our Head of EMEA Boris Erdogun met with Sigmsoft, our new data partner. (picture: top, left)
- we recently travelled to Paris for the Healthcare Week where we had very promising interactions with different potential partners - both hospitals and data experts. (picture: top, right)
- our CEO Ian Rentsch gave a talk at the International Congress of Clinical Research in Guadalajara, about "Innovative technologies in clinical research and its impact on the growth of studies in the region". (picture: below, left)
- we took part in a Clinical AI Datathon in Munich! (picture: below, right).



Next up ...



ASCO 2019
Chicago, IL, USA
May 31 - June 4

5 Clinerion colleagues will be flying to Chicago to attend ASCO 2019, for 5 intensive days of conference. We hope to see you there, at the McCormick Place Convention Center (the largest convention center in North America). We'll be located at the ASCO Bistro during the conference. [Meet us at ASCO 2019 >](#)



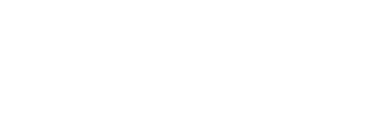
BIO International Convention 2019
Philadelphia, PA, USA
June 3-6

The conference will bring together a wide spectrum of life science and application areas including drug discovery, biomanufacturing, genomics, biofuels, nanotechnology and cell therapy. [Meet us at BIO 2019 >](#)



HIMSS EU 2019
Helsinki, Finland
June 11-13

More than 2,000 health and care professionals from over 60 countries will be present in Helsinki for HIMSS EU 2019. The three day event will focus on five key themes: Health & Care, Aging, Data, AI and Innovation. [Meet us at HIMSS EU 2019 >](#)



DIA 2019
San Diego, CA, USA
June 23-27

DIA's Global Annual Meeting (DIA 2019) gathers stakeholders from across the world to openly knowledge share, generating insights beyond boundaries to advance innovation in healthcare product development and lifecycle management globally. [Meet us at DIA 2019 >](#)

See which conferences we'll be attending next, on our [Events page >](#)

Any question? Would like to discuss with us or arrange a meeting? [Contact us today >](#)

