3% BETTER: MAKE IT YOUR MISSION TOO

Poor recruitment is the leading cause of clinical trial failure. Less than 3% of patients and physicians participate.

The Bridging Clinical Research & Clinical Health Care Collaborative is committed to getting another 3% of patients and physicians involved — a small increase that would have an enormous impact on clinical trials and the future of health care. The forum will bring together industry leaders from pharma, biotech, clinical research organizations, health care organizations, advocacy groups and the FDA to actualize a solution. It will feature well-recognized keynote speakers, presentations and panel discussions on how we can bridge regulatory, technology, and people and processes.

3% BETTER AGENDA AT A GLANCE

WEDNESDAY, APRIL 4

Welcome to the Bridging Clinical Research & Clinical Health Care Collaborative – Badhri Srinivasan, ABD, MS, Head, Global Development Operations, Novartis

Collaborative Keynote Presentation – Janet Woodcock, MD, Director of the Center for Drug Evaluation and Research, FDA

Bridging Regulatory

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Bridging Regulations to Real-World Health Care
Harmonization of Common Data Models to Facilitate the Generation of Real World Evidence
Regulatory Implications and Opportunities With New Technology in Clinical Research

Bridging Technology

SPONSORED BY SAAMA TECHNOLOGIES

Creating Synergies Between Health Care and Clinical Trial Data Through Technology
Role of Electronic Health Records in Bridging Research With Health Care
Bridging Personalized Medicine, Technology and Patient Access in Oncology – Laura Esserman, MD, MBA, Director, UCSF Carol Franc Buck Breast Care Center

Networking Reception, Sponsored by Frenova Renal Research

THURSDAY, APRIL 5

Patient Advocacy Matching Breakfast: Opportunity for attendees to meet with various patient advocacy groups

Bridging People and Processes

Bridging People and Processes Keynote Presentation – Greg Simon, JD, President, Biden Cancer Initiative
Patient Keynote Presentation – T.J. Sharpe, Cancer Survivor and Patient Advocate
Patient Perspective on Research and Health Care
CRO Perspective on Bridging Clinical Trial Processes to Real-World Health Care
Established Bridges: Health Care Integrations With Clinical Research
New and Returning Investigators: Why Clinicians Choose to Add Clinical Trials to Their Practice (Or Not)
Pharma’s Role in Bridging Clinical Research and Health Care
COLLABORATIVE CHAIR AND KEYNOTE SPEAKERS

Badhri Srinivasan, ABD, MS
Head of Global Development Operations, Novartis

Janet Woodcock, MD
Director of the Center for Drug Evaluation and Research, FDA

Laura Esserman, MD, MBA
Director, UCSF Carol Franc Buck Breast Care Center

Greg Simon, JD
President, Biden Cancer Initiative

T.J. Sharpe
Cancer Survivor and Patient Advocate

SEE FULL AGENDA AND LIST OF SPEAKERS AT bridgingclinical.com

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