

## 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

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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



Collaborative Chair

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



Collaborative  
Keynote Speaker

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



Patient Keynote Speaker

T.J. Sharpe  
Cancer Survivor and  
Patient Advocate



Oncology Keynote Speaker

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



Bridging People and Processes  
Keynote Speaker

Greg Simon, JD  
President, Biden Cancer Initiative

SEE FULL AGENDA AND LIST OF SPEAKERS AT [bridgingclinical.com](http://bridgingclinical.com)

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