Driving Innovation: Medidata Provides Metronomia with The Tools and Expertise to Deliver Excellence for Customers

Executive summary

How Medidata supports Metronomia to mitigate risk and maximise efficacy for its customers

The top priority of many sponsors is to ensure that their clinical trials are low-risk and deliver high-quality data as quickly as possible. With this in mind, Metronomia, a global biometrics CRO, aims to provide customers with next-level service, support and flexibility, delivering specialized biometrics expertise tailored to their unique needs. Deploying Medidata Rave EDC gives its customers an advanced, robust and secure platform that is trusted to deliver accurate results.

Metronomia: Biometrics Expertise

Metronomia provides biostatistical consulting, biostatistics, clinical data management and medical writing services for customers across the pharmaceutical, medical device and biotech industries. The company has supported more than 720 studies to date globally across every clinical stage and all major therapeutic areas.

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>
> **Markus Niemeier**
> **Managing Director of Metronomia**

Medidata Accreditation:
Helping Metronomia Stand Out from The Crowd

Medidata and Metronomia's relationship began when Metronomia chose Medidata Rave Electronic Data Capture (EDC) because it was looking for an advanced, robust and secure platform which is trusted to deliver accurate results. Rave EDC is the market-leading electronic data capture solution and the cornerstone of the unified platform. It is the most advanced, robust and secure EDC system for clinical trial sites, patients, and lab data capture and management. It has the flexibility and scalability to run biopharmaceutical and medical device studies regardless of size, phase or therapeutic area.

Metronomia's customers often specifically request the use of Rave EDC because they can be confident in its ability to perform and deliver results quickly and efficiently. Companies also value the seamless interoperability of Rave EDC and ability to reduce duplicate data entry, accelerate the delivery of high-quality data and reach study close-out faster.

Markus Niemeier, Managing Director of Metronomia, noted: "A number of potential customers who come to us are not asking for our recommendation for an EDC system for their study; they've already decided that they want the Medidata solution."

Metronomia partnered with Medidata to drive innovation in clinical research and received Rave EDC accreditation in 2023, which has given it access to a broader spectrum of customers than it had previously been able to attract and helped it to stand out from the crowd. The collaboration leverages Metronomia's deep expertise in statistical analysis and data management combined with Medidata's advanced technology platform and vast ecosystem in clinical trials.

> "Medidata has become a central and non-negotiable part of Metronomia's customer offering."
>
> Markus Niemeier
> **Managing Director of Metronomia**

Biotech companies, often operating with limited resources and under pressure to bring innovative therapies to market quickly, require partners who can offer flexibility, expertise, and high-quality service, whie mitigating risk and maximising the cost-effectiveness of their studies. By coming to Metronomia, these companies benefit from Medidata's seamless, reliable solutions, alongside Metronomia's high level of service, support and flexibility to help customers at every stage of their journey.

Rommy Schwarz, Senior Director, Head of Clinical Data Management, said: "Our partnership with Medidata benefits customers by providing comprehensive data insights, enhanced trial accuracy and a seamless transition to digital trials."

Oncology trials account for around a third of the studies that Metronomia supports. Given these trials are often longer than in other therapeutic areas, and involve more data points, it is even more important to use a robust EDC system that is able to adapt to changing trial protocols and provide a comprehensive view of all the data collected. Rave EDC is able to implement mid-study changes with no downtime, even for complex or large-scale trials, meaning that the trial can progress without any interruptions. By automating a number of processes, Rave EDC saves Metronomia's customers time, allowing them to focus on day-to-day trial activities and ensure that patients are comfortable with their trial journey.

By joining forces, Metronomia and Medidata seek to reduce the costs and complexities associated with clinical trials while maintaining regulatory compliance and enhancing overall data quality. This collaboration reflects both companies' commitment to advancing clinical research and contributing to improved patient outcomes through innovative technology solutions.

Unparallelled Support

A key part of Metronomia's unique offering as a biometrics CRO is its ability to remain at the forefront of technological advancements. In recent years, the company has made significant investments in systems and internal processes to accelerate delivery, make better use of its resources and, ultimately, serve its customers better. Metronomia aims to constantly evolve and keep up to date with the latest innovation, recognising that this will be a critical factor in ensuring that it continues to win business, and it looks to Medidata as a partner to help it to do this from a data management perspective. Medidata's solutions are constantly under proactive development to meet the needs of CROs, sponsors and trial patients, and it provides Metronomia with rigorous training to ensure that it is well-equipped to harness new developments to suit its customers' needs.

Working together throughout all stages of the business development cycle, including having the support of Medidata at bid defense meetings, means that Metronomia can highlight to sponsors its commitment to delivering high-quality solutions and the companies' shared goal of bringing treatments to patients as quickly as possible.

Looking ahead, Metronomia is aiming to expand its collaboration with Medidata by introducing new components such as eCOA and RTSM, and the company recently became accredited on Rave Coder. Using these solutions together will increase the power of Rave EDC by connecting all critical applications together, in the same data environment. These solutions will help Metronomia to further evolve its business to provide the best possible service for its customers.