



Patient Engagement: How Will Digital Solutions Impact the *New* Data Manager's Role?

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Agenda

1 Define Patient-Centricity and Patient Engagement

2 What are the Patient Centric & Engagement Digital Technologies?

3 How will Digital Technologies Affect the New Data Manager?

4 What is the Personal Impact?

5 Skills New Data Managers Need to Acquire



Define Patient-Centricity and Patient Engagement

Patient Centricity

- “The process of designing a service or solution around the patient.”¹
- “Putting the patient first in an open and sustained engagement of the patient to respectfully and compassionately achieve the best experience and outcome for that person and their family.”²

Patient Engagement

- Patient engagement is one strategy to achieve the "triple aim" of improved health outcomes, better patient care, and lower costs.³

1. UK NHS

2. Yeoman G, Furlong P, Seres M, *et al*, “Defining patient centricity with patients for patients and caregivers: a collaborative endeavor.” *BMJ Innovations* Published Online First: 24 March 2017. doi: 10.1136/bmjinnov-2016-000157

3. “Patient Engagement, ” Health Affairs Health Policy Brief, February 14, 2013.DOI: 10.1377/hpb20130214.898775



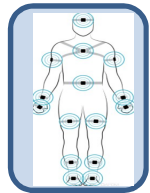
What are Patient Centric & Engagement Digital Technologies?



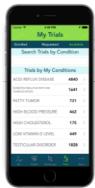
Electronic Medical Records
(EMR) & eSource



Centralized (Statistical)
Monitoring & Analytics



Devices & Sensors



ePRO & Surveys



Automation &
Machine Learning



Telemedicine



Social Listening, Text,
Speech, Facial Analytics



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Regulations & Guidance

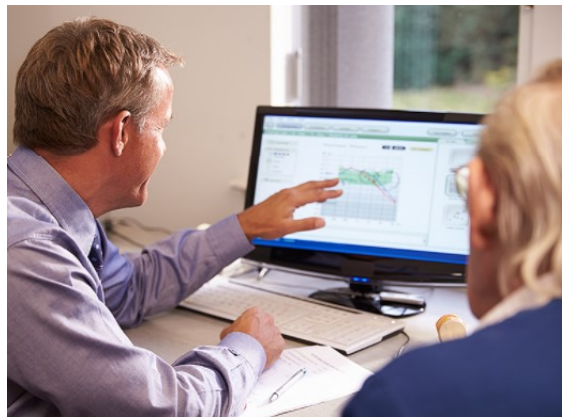


How will Digital Technologies Affect the *New* Data Manager ?

Yesterday



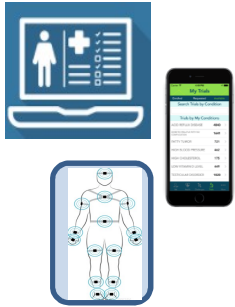
Today



Tomorrow



How will Digital Technologies Affect the *New Data Manager* ?





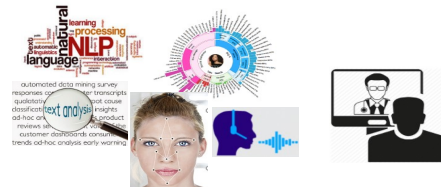
eSource, EMR, ePRO and wearable devices will:

-  data quality and timeliness &  the number of edit checks programmed as well as auto and manual queries generated
-  **the amount of data management effort and resources needed for these activities**



Automation and Centralized (Statistical) Monitoring will:

-  emphasis on proactively identifying issues and risks
- Utilize multiple functional resources; data managers likely will be the largest component, but **the total amount of needed resources will decrease** 



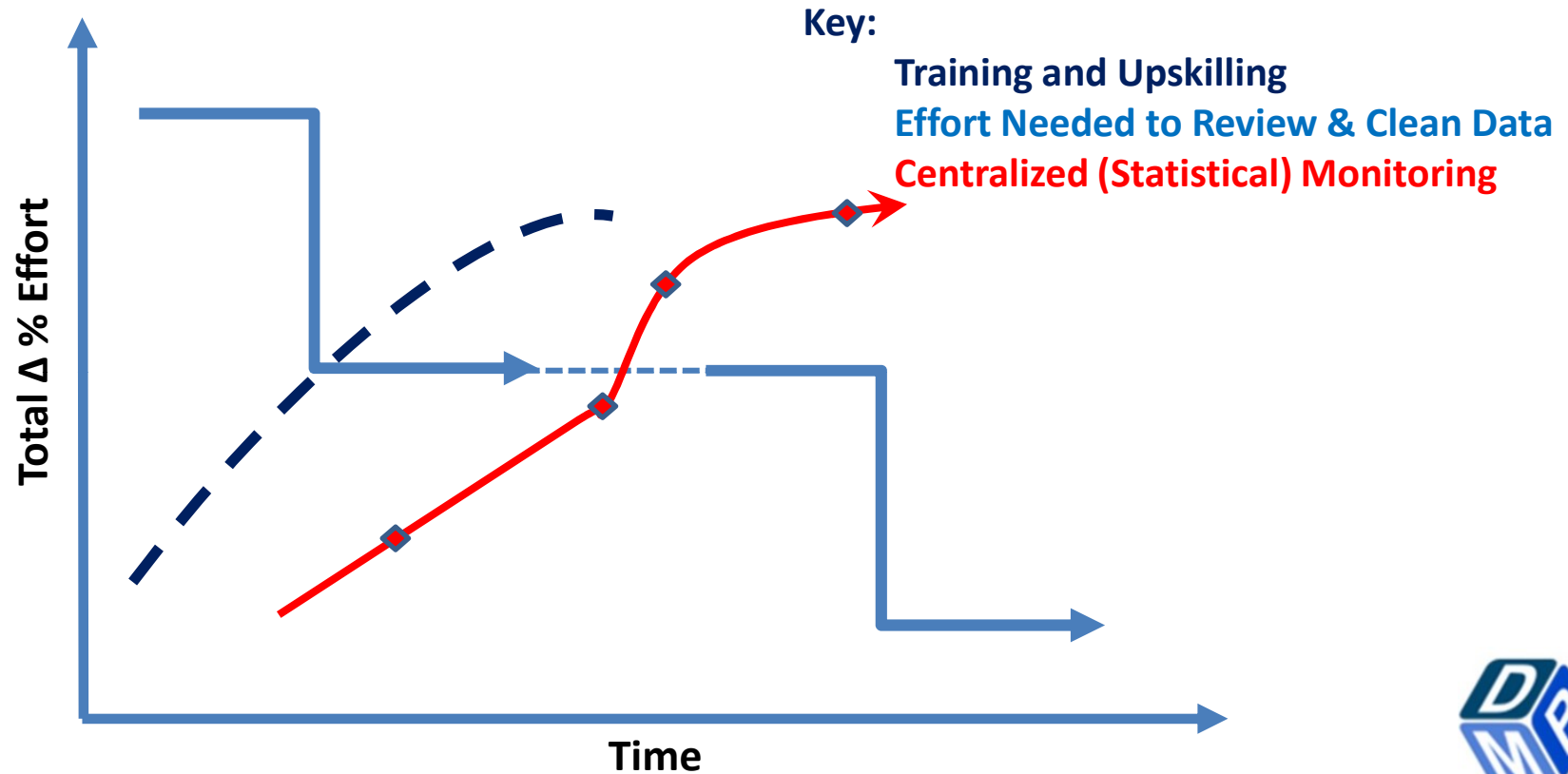
How will Digital Technologies Affect the *New* Data Manager?



New Data Managers will need to:
Learn and think differently!!



What is the Personal Impact?



What is the Personal Impact?

Current Data Managers



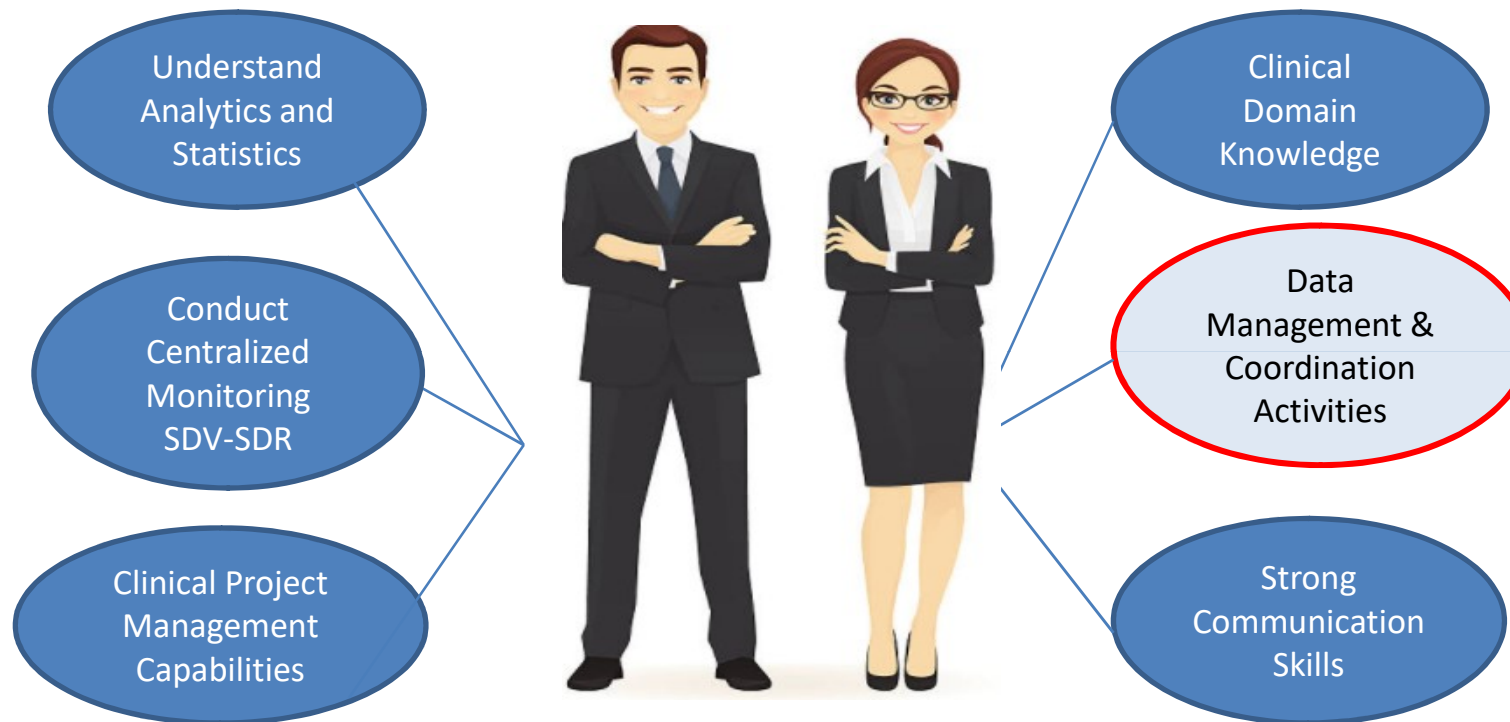
Current Field Monitors



Current Data Analysts, Biostatisticians and



Skills *New Data Managers Need to Acquire?*



Merci

