

Medidata Solutions VP of Implementation Services Honored among PharmaVOICE 100 Most Inspiring People

The Associated Press

NEW YORK--(BUSINESS WIRE)--Aug 1, 2012--Medidata Solutions (NASDAQ: MDSO), a leading global provider of cloud-based clinical development solutions, today announced that vice president of implementation services Marco van Doeveren was named by PharmaVOICE magazine as one of the 100 most inspiring people in the life sciences industry.

The award recognizes Marco as a driving force behind Medidata's success in addressing the unique challenges of mid-size and emerging companies in reaching the full benefits that advanced technology can bring to streamlining clinical trials.

Mid-market organizations - including pharmaceutical, biotech, medical device, academic, nonprofit and government - are looking to reap the same benefits as the large biopharma companies from Medidata's cloud-based platform of innovative solutions. Implementations at mid-market companies frequently involve individual tailoring to account for fewer resources and accelerated timelines, and many smaller companies question whether they can get an industry-leading solution for a price they can afford.

Under Marco's leadership, Medidata's mid-market services team continually works to make optimal use of the Medidata platform by focusing on end-to-end processes. Using his sponsor-focused perspective to adapt Medidata's implementation process for the mid-market, Marco's group reliably streamlines trial processes and implements tailored solutions to each individual group without compromising efficiency or quality. As a result, his team has doubled revenue, tripled the number of projects and quadrupled the number of clients in a four-year span.

"Because the technology infrastructure Marco manages is leveraged by hundreds of life science companies, thousands of clinical trial professionals, and tens of thousands more investigators, nurses and patients, Marco is, very literally, one of the most influential people in clinical technology around the world," said Glen de Vries, president, Medidata Solutions. "His passion for the industry and his detail-oriented, practical approach to working with clinical infrastructure make him a constant inspiration to his colleagues, partners and customers." Established eight years ago by PharmaVOICE magazine, the PharmaVOICE 100 is an annual list of individuals recognized for their positive contributions to the life sciences industry. Nominated by thousands of PharmaVOICE readers, the PharmaVOICE 100 are selected based on well-crafted and comprehensive essays describing how individuals inspired or motivated their colleagues or peers or affected positive changes in their organizations, as well as other factors, such as community and philanthropic activities. The PharmaVOICE 100 represent a broad cross section of

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industry sectors, including pharmaceutical, biopharmaceutical, biotechnology, contract research, clinical trial, research and development, patient education, patient recruitment, advertising, technology and many others.

"Considered to be one of the most influential people in clinical technology around the world, Marco van Doeveren manages an infrastructure that is leveraged by the life sciences industry as a whole," said Taren Grom, editor and cofounder, PharmaVOICE. "In addition to his broad and extensive expertise, Mr. van Doeveren is dedicated to his teams and clients, a combination that places him squarely on the 2012 PharmaVOICE 100 list of honorees." Connect with Medidata: Read our blog, Geeks Talk Clinical Tweet this: [.@Medidata's Marco van Doeveren named one of 100 most influential people in #clinical technology by @PharmaVOICE](#) <http://bit.ly/R5iQmn> Follow us on Twitter: [@Medidata](#) Find us on LinkedIn About PharmaVOICE is expressly written and designed to deliver the views, opinions, and insights of executives who are shaping the direction of the dynamic life sciences industry. PharmaVOICE reaches more than 29,000 subscribers every month in print and more than 100,000 readers through its online version, which contains original exclusive bonus content. PharmaVOICE 's unique horizontal editorial approach cuts industry silos, providing a holistic overview of the life sciences industry, addressing a range of topics from molecule through market. By engaging compelling personalities from diverse industry sectors, PharmaVOICE provides multiple perspectives on business challenges, trends, and topics. Editorial content sparks dialog, initiates debate, and opens the lines of communication to facilitate and improve business-to-business relationships. PharmaVOICE's multiple-perspective and in-depth original forums, feature articles, topics, and departments are audience-driven. PharmaVOICE provides executives with useful peer-to-peer insights on a broad range of life sciences business practices and topics.

About Medidata Solutions Worldwide Medidata Solutions is a leading global provider of cloud-based clinical development solutions that enhance the efficiency of customers' clinical trials. Medidata's advanced platform lowers the total cost of clinical development by optimizing clinical trials from concept to conclusion: from study and protocol design, trial planning and budgeting, site negotiation, clinical portal, trial management, randomization and trial supply management, clinical data capture and management, safety events capture, medical coding to business analytics. Our diverse life science customer base spans biopharmaceutical companies, medical device and diagnostic companies, academic and government institutions, CROs and other research organizations, and includes more than 20 of the top 25 global pharmaceutical companies as well as organizations of all sizes developing life-enhancing medical treatments and diagnostics.

CONTACT: Lois Paul and Partners Susan McCarron, 617-986-5767

Susan_McCarron@lpp.com KEYWORD: UNITED STATES NORTH AMERICA CANADA NEW YORK INDUSTRY KEYWORD: TECHNOLOGY DATA MANAGEMENT HARDWARE SOFTWARE HEALTH BIOTECHNOLOGY CLINICAL TRIALS PHARMACEUTICAL OTHER HEALTH SOURCE: Medidata Solutions Copyright Business Wire 2012 PUB: 08/01/2012 08:30 AM/DISC: 08/01/2012 08:30 AM

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