Medidata Solutions Experts Highlight New Approaches to Clinical Trials at Key European Pharmaceutical Conferences this Autumn

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NEW YORK & UXBRIDGE, United Kingdom--(BUSINESS WIRE)--Oct 3, 2012--Life science industry thought leaders from Medidata Solutions (NASDAQ: MDSO) will be addressing the changing world of clinical trials at numerous European events in the coming weeks. From Big Data's impact on R&D to the role of cloud computing in the clinical development enterprise to data-based analytics and decision making, Medidata's team will discuss new approaches to tackling today's pharma industry challenges.

"The European pharma community is continuing to react to significant financial pressures, and the resolve to reduce timelines, reduce costs and maximize delivery is higher than ever," said Richard Young, director, regional sales, EMEA at Medidata Solutions. "Medidata is leading this crusade, delivering solutions to sponsors that help them meet—and exceed—these goals. By taking a leadership role in discussing how technology can optimize the entire clinical paradigm, Medidata is contributing to the faster, more effective delivery of medicines in Europe and across the globe." 12th International Prix Galien, Lyon, France, October 4, 2012 "How Big Data (and Data Privacy) will Revolutionize Life Sciences R&D," Glen de Vries, president DIA 6th Annual Clinical Forum, The Hague, Netherlands, October 8–10, 2012 "New Approaches to Validation for SaaS-based Clinical Computing Solutions in the Cloud," Tony Hewer, senior director, quality and regulatory affairs "Improving Operational Efficiency: An Approach to Centralized, Targeted Monitoring," Marcus Thornton, director, CTMS PhUSE Annual Conference 2012, Budapest, Hungary, October 14-17, 2012 "Real-World Application of the Protocol Representation Model," Josh Pines, senior manager, product marketing "Testing in the Cloud. Not Just for the Birds, but Monkeys Too," Geoff Low, software architect "New Approaches to Validation for SaaS-based Clinical Computing Solutions in the Cloud," Tony Hewer, senior director, quality and regulatory affairs "Optimizing Data Validation," Andrew Newbigging, senior vice president, development 11 th Annual Partnerships in Clinical Trials, Hamburg, Germany, November 6-9, 2012 "Medidata Case Study: The Key Initiatives of the Insight Council," Steve Young, senior director, product management Connect with Medidata: Read our blog, Geeks Talk Clinical Tweet this: .@Medidata takes the stage in Europe at key #pharma industry events to discuss #clinical tech trends http://bit.ly/O3iD2b Follow us on Twitter: @Medidata Find us on LinkedIn 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.

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