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TECH OUTLOOK

Top 10 Clinical Data Management Solution Providers-2015

The amalgamation of technology in Pharmaceutical segment is bringing in major improvements in the operations. Pharma companies today are leveraging technology to explore structured and unstructured data and to bring proficiency and interoperability in clinical data management. This enables the companies to fuse technology with data and transform paper-based systems into a software driven model for shepherding of clinical trial information. However, the organizations in this sector are still facing challenges in the areas of storing, exchanging, and analyzing clinical information across the channels. Furthermore, as compliance standards from organizations like Clinical Data Interchange Standards Consortium (CDISC) has been made mandatory , the need is to embrace standards-driven clinical data practices for effective regulation of information.

Today, more preference is given towards open source platforms, flat file-based systems, integration of existing data sources such as Clinical Trial Management Systems (CTMS), Electronic Data Capture (EDC), and Interactive Voice Response Systems (IVRS) into healthcare networks to move information in a secure manner across various mediums. By moving data through these secure means, critical information reaches key stakeholders in an accelerated manner which will fuel faster decisions.

In order to simplify and assist CIOs identify the right clinical data management solutions; Pharma Tech Outlook presents "10 Most Promising Clinical Data Management Solution Providers 2015."

A distinguished panel comprising CEOs, CIOs, VCs, analysts, and the Pharma Tech Outlook editorial board have selected the top clinical data management solution providers. In our selection process, we looked at the vendor's capability to fulfill the need for cost-effective and flexible solutions that add value to the clinical data management landscape.

Saama Technologies

recognized by **pharma** *magazine as*

pharma Top 10
**Clinical Data
Management**
Solution Providers - 2015

An annual listing of 10 companies that are in the forefront of providing Clinical Data Management solutions and impacting the marketplace

Editor-in-Chief
pharma

Company:
Saama Technologies

Key Person:
Haranath Gnana
VP, Life Sciences and Healthcare

Description:
The leading data science solutions and services company delivering Big Data solutions to Global 2000 clients

Website:
saama.com

Saama Technologies
High-End Data and Analytics Services

Haranath Gnana

The proliferation of advanced technology in health care has resulted in tremendous op-portunities for using data to improve patient care and reduce cost. The promise of 'better analytics tools' can only be achieved if the focus is on data driven healthcare management practices. Located in Hamilton Avenue Campbell, CA, Saama Technologies has the domain ex-pertise, and advanced analytics frameworks and solutions to transform operations and improve the overall efficiency of health-care organizations, payers, governmental health bodies, and public health and research organizations. With the help of data science, Saama extracts unstructured data, along with traditional internal data sources and CMS system data, to analyze and discover hidden trends. This allows healthcare organizations to reduce costs, increase revenue, and shed light on poten-tial problems or issues. Leveraging its work in the technology, insurance, life sciences, and consumer products industries, Saama has developed a set of industry-focused solutions to meet the unique needs of its healthcare customers.

In the words of Haranath Gnana, VP, Life Sciences, Healthcare at Saama Technologies, "Our Fluid Analytics Engine allows us to efficiently manage the most complex data analytics problems in order to quickly develop a solution that is tailored to each customer's unique needs."

Saama Fluid Analytics Engine is built on foundational elements that help deliver live Business Intelligence (BI) applications in the cloud and mobile using a standards-based Java technology stack. It uses a standard SQL-based relational database to store and process structured content and NoSQL technology, like Hadoop, to store and process unstructured, high volume content. Saama Fluid Analytics Engine makes it easy to comply with enterprise IT norms and also makes plug-and-play components easy to install. It takes an XML based declarative application definition and executes it at runtime. "Saama Fluid Analytics Engine democratizes data science and helps in the rapid development of data solutions that help businesses convert traditional predictive insights into prescriptive actions," Gnana adds.

While analytics is a new frontier for many in the healthcare industry, Saama has a history of managing data and providing foundational analytics services. Saama healthcare experts know how to handle healthcare data to help drive critical short-term and long-term decisions and improve operational excellence across the enterprise, which is vital when facing today's increasingly complex regulatory environment. "Saama's industry specific solutions are designed to improve clinical decision making by offering a powerful data analytics engine that create a patient-centered approach to healthcare," remarks Gnana. Saama Patient Experience Insights Solution is a comprehensive data and analytics solution that helps healthcare organizations identify priority patient concerns, produce key insights and deliver optimal strategies for each hospital's unique demographic base. The company's strategic solution spans the entire patient engagement value chain to help offer high quality patient care at an optimal economic cost. In addition, Saama's Clinical

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Decision Support solution is designed to improve clinical decision making by offering a powerful data analytics engine that gives doctors statistical counsel in advising patients. A solid clinical decision support system can help physicians diagnose patients more quickly and ensure appropriate tests are performed, leading to optimum patient outcomes. Another dynamic solution offered by Saama is its Healthcare Payer Analytics solution that provides a holistic view for the payer to analyze its portfolio and help payers to identify and flag potential fraudulent claims that includes predictive forecast by claim type, annual claim value and annual re-admission rates by members and providers.

Saama is dedicated to delivering high-quality, affordable health care services in a compassionate environment that meets each patient's physical needs. The company has built a suite of ready-analytics solutions targeted to solve specific, analytics driven business problems.