



## FOR IMMEDIATE RELEASE

### PPD Receives Medidata Accelerator Award for Clinical Trial Innovation

**WILMINGTON, N.C. (October 25, 2018)** – Pharmaceutical Product Development, LLC ([PPD](#)) has been honored by Medidata ([MDSO](#)) with its Medidata Accelerator Award, recognizing PPD's commitment to innovation for advancing and accelerating the [drug development process](#).

"It is exciting for PPD and its employees to be recognized by Medidata for its commitment to innovation in accelerating the drug development process," said Niklas Morton, senior vice president of site and patient access for PPD, who accepted the award on the company's behalf. "Our collaboration with Medidata has given us the opportunity to explore additional data assets as we continually enhance our efforts to help clients advance their goal of delivering life-changing therapies."

PPD uses Medidata's data-driven solutions to support its protocol optimization process, as well as to help site feasibility and selection on behalf of its clients. PPD's multi-pronged approach to protocol and trial optimization includes using [Medidata Edge Design Optimizer](#) to help address the complexity of trials and to make it easier for patients to participate.

"Congratulations to PPD and all of our Architects of Hope award winners," said Janet Butler, senior vice president of global partnerships for Medidata. "We're proud of our strong partnership with PPD, and the innovation we're empowering together to accelerate drug research."

The award was presented at [Medidata NEXT NYC](#), a two-day conference featuring a variety of thought-provoking sessions highlighting innovation within each phase of the clinical development cycle.

#### **About PPD**

PPD is a leading global contract research organization providing comprehensive, integrated drug development, laboratory and lifecycle management services. Our clients and partners include pharmaceutical, biotechnology, medical device, academic and government organizations. With offices in 47 countries and approximately 20,000 professionals worldwide, PPD applies innovative technologies, therapeutic expertise and a firm commitment to quality to help clients and partners bend the cost and time curve of drug development and optimize value in delivering life-changing therapies to improve health. For more information, visit [www.ppd.com](http://www.ppd.com).

#### **About Medidata**

Medidata is leading the digital transformation of life sciences, with the world's most used platform for clinical development, commercial, and real-world data. Powered by artificial intelligence and delivered by the #1 ranked industry experts, the Intelligent Platform for Life Sciences helps pharmaceutical, biotech, medical device companies and academic

researchers accelerate value, minimize risk and optimize outcomes. Medidata serves more than 1,000 customers and partners worldwide and empowers more than 100,000 certified users every day to create hope for millions of patients. Discover the future of life sciences at <https://www.mdsol.com>.

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