All Aboard the Medidata Express!

#JiveWorld17
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Community Manager
JiveWorld 17

All Aboard the Medidata Express!

May 1, 2017
Itinerary

01 All Aboard!
Brief Medidata overview and our intranet history

02 Express Train TripTik
Review our Journey to Jive including launch and key post go-live milestones

03 Successful Day Trips
Discuss success stories from our key use cases that drive employee adoption and engagement

04 Service Advisories
Challenges faced during our rollout and beyond

05 Roadmap
Where are we heading next?

06 Questions
Q&A on our Journey
In Loving Memory of Chris Mandel
All Aboard!

Brief Medidata overview and our intranet history
POWERING SMARTER TREATMENTS AND HEALTHIER PEOPLE
Current State of Clinical Development

- Capitalized development cost per drug is $2.6B – growing at 8.5% over inflation
- Trial complexity increasing – CRF pages per protocol up to 169 from 55 (207%) in a decade

- Over 200 clinical technology vendors – leading to siloed solutions landscape
- Single clinical trial can run on 7-25 different systems

- Healthcare data volume growing at 48% annually – reaching 2,314 exabytes by 2020
- Insights from data not keeping pace due to poor data quality, lack of standards and insufficient integration
Medidata’s Unique Solution

- Integrated Platform
- Ecosystem
- Industry Expertise
- Data and Analytics
# Medidata Solutions Overview

<table>
<thead>
<tr>
<th>People</th>
<th>1,600+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers</td>
<td>~800</td>
</tr>
<tr>
<td>Offices</td>
<td>12</td>
</tr>
<tr>
<td>Studies</td>
<td>12,000+</td>
</tr>
<tr>
<td>Trial subjects</td>
<td>3,100,000+</td>
</tr>
<tr>
<td>Top 25 global pharmaceutical companies</td>
<td>17</td>
</tr>
<tr>
<td>Sponsor/site relationships</td>
<td>420,000+</td>
</tr>
<tr>
<td>CROs, Services, consulting, technical partners</td>
<td>100+</td>
</tr>
<tr>
<td>Customer revenue retention</td>
<td>99%</td>
</tr>
<tr>
<td>Top 10 selling drugs globally in 2015</td>
<td>9</td>
</tr>
</tbody>
</table>
Medidata Intranet History ~ 2004-2010
Medidata Intranet History 2011-2015

Global Patch 08 Released

Medidata 11.0 Released

Why does that analyst want to be your friend? One of our sales directors was recently approached by a securities analyst seeking to track up and increase assets to the Indians...
Express Train TripTik

Review our Jive journey including launch and key post go-live milestones
Form Our “Collaboration Initiative”

- Why doesn't Medinet search work like Google and search everything at Medidata? Isn't it MADE by Google?
- Why doesn't www.mdsol.com ever get overhauled?
- Can I access that information from my tablet?
- When did we change Rave pricing?
- I wonder what other people think about this messy process?
- Who REALLY knows a lot about Rave custom functions (besides Glen)?
- Can I easily follow just the stuff on Medinet I REALLY want?
- Where exactly can I find that version of the document?
- When is the new mdsol.com site coming? Oh good!
- Is there a new mdsol.com site coming? Oh good!
Social Collaboration Platform Vision
Rollout/Launch

Q2/Q3 ‘14
- Business Case
- Project Approval

Q4 ‘14
- Purchased Jive
- Attended JiveWorld
- Began implementation with Jive Services team

Q1 ‘15
- Feb ’15 Go Live
- Global, company wide
- 1200 staff
- Communication & department use cases

Beyond
- Continuing use case development and improvements
- Search and more

ALL ABOARD!
Arriving Tuesday, February 17th
Click to Learn More!

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Medidata Jive Participation Ladder

- Consumer: 13%
- Contributor: 35%
- Author: 52%

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The Team

Photograph of Norwich City Council’s first computer being delivered to the City Treasurer’s Department in Bethel Street, Norwich, 1957. Norfolk Record Office: ACC 2005/170 (facsimile)
September Splash
Hiring Our Community Manager

- Dedicated role
- Jive experience **strongly** preferred
- Excellent writer
- NYC office based
- Build relationships
- Lead by example
Successful Day Trips

Success stories from key use cases that drive employee adoption and engagement
Questions about the new homepage?

We’re one day in with our new Medidata Express homepage - and we want to hear from you.

A little refresher:

- New Medidata Express Homepage Coming Monday, Nov 21
- How Do I Use The New Homepage?
- Quick Demo: Creating Custom Streams

We want your homepage experience to be as useful, informative, engaging and robust as possible. Now that you’ve had a couple days to use the new Express, do you have any questions?

Please post your question(s) below and we will be sure to address them!
Continuing Education on Jive

MEDIDATA EXPRESS HOW TO SERIES

Use Search For Best Results

Dori Gray
Community Manager

Medidata Express Tutorials: Creating @Mentions
in Medidata Express Help

[Webinar Recording] Express How-To: Use Search For Best Results
in Medidata Express Help

MEDIDATA EXPRESS HOW TO SERIES

Creating Your Own Group

Dori Gray
Community Manager

Express How-To: Creating Custom Streams
Appears in 4 other places

Express How-To: Use Search For Best Results
Appears in 7 other places

Express How-To: Create Your Own Group
Appears in 3 other places
Integrated Tasks For All Employees
Questions at Medidata
So, You Want to be a Rockstar?!

50 Rockstar Advocates Across the Globe!
Living Our Mission
Unique Collaboration
Unique Collaboration

Contest of the Week (2017-5) - Be a Follower!

<table>
<thead>
<tr>
<th>Challenge Winners</th>
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<tbody>
<tr>
<td>● Challenge #1 - Angels</td>
</tr>
<tr>
<td>● Challenge #2 - Dimitri</td>
</tr>
<tr>
<td>● Challenge #3 - Dimitri</td>
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<tr>
<td>● Challenge #4 - Dimitri</td>
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<td>● Challenge #9 - Dimitri</td>
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<td>● Challenge #10 - Dimitri</td>
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Welcome

This week

It can be week's co

Your miss

Follows

Then comes comment

One person

Good luck!
Technology Guilds

Looking for a Testing related blog? Look no further.

Take a look around. Maybe even contribute. It doesn't have to be long. Post a link and provide a little commentary. People want blogs!
Innovation With Tiles – Recent Content

- Join us as we pilot a new course - Medidata Balance Randomization Design & Simulations
- Rave Study Builder certification exam results (Q2FY17)
- Congratulations Stephanie Tolbert!
- Express How-To: Create Your Own Group
- Medidata Study Design and Build Essentials: Data Validations Training
- Export a Confluence Space for Translation
- Learning Lab Outage - 04/05 - RESOLVED
- Medidata Academy announces the Weekly Challenge 2017 Quarter 1 Champion and our March winners!
- Expert Series - What Happens with Medidata Software in End Users and The Implications of Medidata’s Work

Tile Title (Optional)

Recent Content

Number of Results (Max: 100)

15

Content Filter By

Date Created: Newest First

Content Location

This Place and Sub-Places

Content Type

- Discussions
- Questions
- Blog Posts
- Documents
- Ideas
- Events
- Polls
- All Content Types

Featured Content

Only show featured content? (Not available for "All Places")

Add Link

- Display Link

Link Text

See More Recent Content

URL (Optional: links to content page by default)

https://mdsol.jiveon.com/community/ess/academy/content?sortKey=contentstat:

Apply

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More Innovation With Tiles

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**Redefining RTSM (And A Few Bragging Rights)**
By Christine Metakovich - 23 days ago

I’m honored that the Balance team will be recognized at the 2017 CARE Awards—which celebrate clinical R&D achievements across the life sciences industry—for our innovative work on our randomization and trial supply management (RTSM) technology.

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**What Do Chinese Pharma Need For Clinical Development?**
By Da Jeong Chong - 2 months ago

China is one of the most dynamic markets for clinical development. We had a chance to catch up with Helena Zhu, director of clinical development at Chinese pharma company Hansoh Pharmaceutical, at our China Symposium in Shanghai to discuss the ever-evolving Chinese market.

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**What Do You Love About Science?**
By Alyson Levitz-Jones - 3 months ago

With Valentine’s Day on the horizon, we at Medidata are getting extra lovey-dovey over something near and dear to our hearts: science! We’re partnering with Scrip on a Valentine’s Day-themed social campaign on why science rocks our world. The goal of the #WhyILoveScience campaign is to highlight innovation in healthcare, those who are making it possible, and the importance of their work to patients and caregivers all over the world.

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**The Crawl, Walk, Run of Remote Patient Research**
By John Reitles - 3 months ago

Patients are looking for more than technology when they participate in clinical research. They are giving us so much of their time, passion and energy in our studies, that we need to research WITH them, provide them value and support them in return.

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**Podcast: Glen’s Debut on Human Proof of Concept**
By Dan Poppy - 4 months ago

Want a peek behind the Medidata curtain?
Sandbox is Essential

- **TOP & TRENDING**
  - **Dori** in GDrive Test
    - 2 weeks ago
  - **Dori Test Doc**
    - 0 2
  - **Daniel** in GDrive Test
    - 3 weeks ago
    - FYI when I go to actions I see an option to 'Start webeX'. I'm not sure how that exactly works but it may be useful... we can check that out after google drive
    - 1 0

- **TOP & TRENDING**
  - **Daniel** in Around Medidata
    - 2 months ago
  - **Dori** in Around Medidata
    - 2 months ago

- **RECENT CONTENT**
  - Test Idea
    - 21 days ago by Kishor
  - This is a test post by Kishor
    - 13 days ago by Kishor
  - Test event to check access
    - 13 days ago by Kishor
  - Section 2
    - 15 days ago by Medidata Express
  - Test content with - long ---- dash
    - 15 days ago by Kishor
See More Recent Content
Service Advisories
Challenges faced during rollout and beyond
Efforts Continue to Make Express Home
Federated Search Not in Spotlight Search
Competing Forums & Repositories

Basically every system that tries to be a collaboration and communication tool

😊
Roadmap
Where are we heading next?
Next: Jive Rewards
Next: New Header / ZenDesk Integration
On The Horizon

Full External Community

Part of Large Customer Experience Initiative
Questions

Q&A on our Journey
Thank You!

VP Medidata Academy Operations
Daniel Mudgett
dmudgett@mdsol.com
https://community.jivesoftware.com/people/dmudgett

Community Manager
Dori Gray
dgray@mdsol.com
https://community.jivesoftware.com/people/dori
JiveWorld17 Game Series

Session Check-In

1. Download the JiveWorld17 Mobile App
2. Log in with your Jive Community credentials
3. Enter the following code using
   JW17 Game > Enter PIN / QR Code

THZ2