Identifying opportunities for 'Big Data' in medicines development and Regulatory Science



How do we transform Big Data into Knowledge to support decision making?

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Turning Big data in to knowledge, and knowledge in to decisions

Regulatory decisions

Pharma decisions

Medical/ Scientific decisions

The (big) data landscape

Pharma/Biotech

Academic Research

Public Health Services

General Population

Discovery
research
Clinical data from
RCTs
Imaging
Biomarkers
Real Life Data

Whole genome sequencing Epidemiology Biomarkers

EHR
Imaging data
Registers
Genomics a.o.

Apps
Wearables
Social media
Self-initiated
genome data
(e.g. 23andMe)
Adverse events

The Scene

- Big data vs small data
- Messy vs. clean
- Multiple sources multiple formats
- Regulated vs. totally non-regulated
- Planned vs. Random
- Trust vs. Fraud

