

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

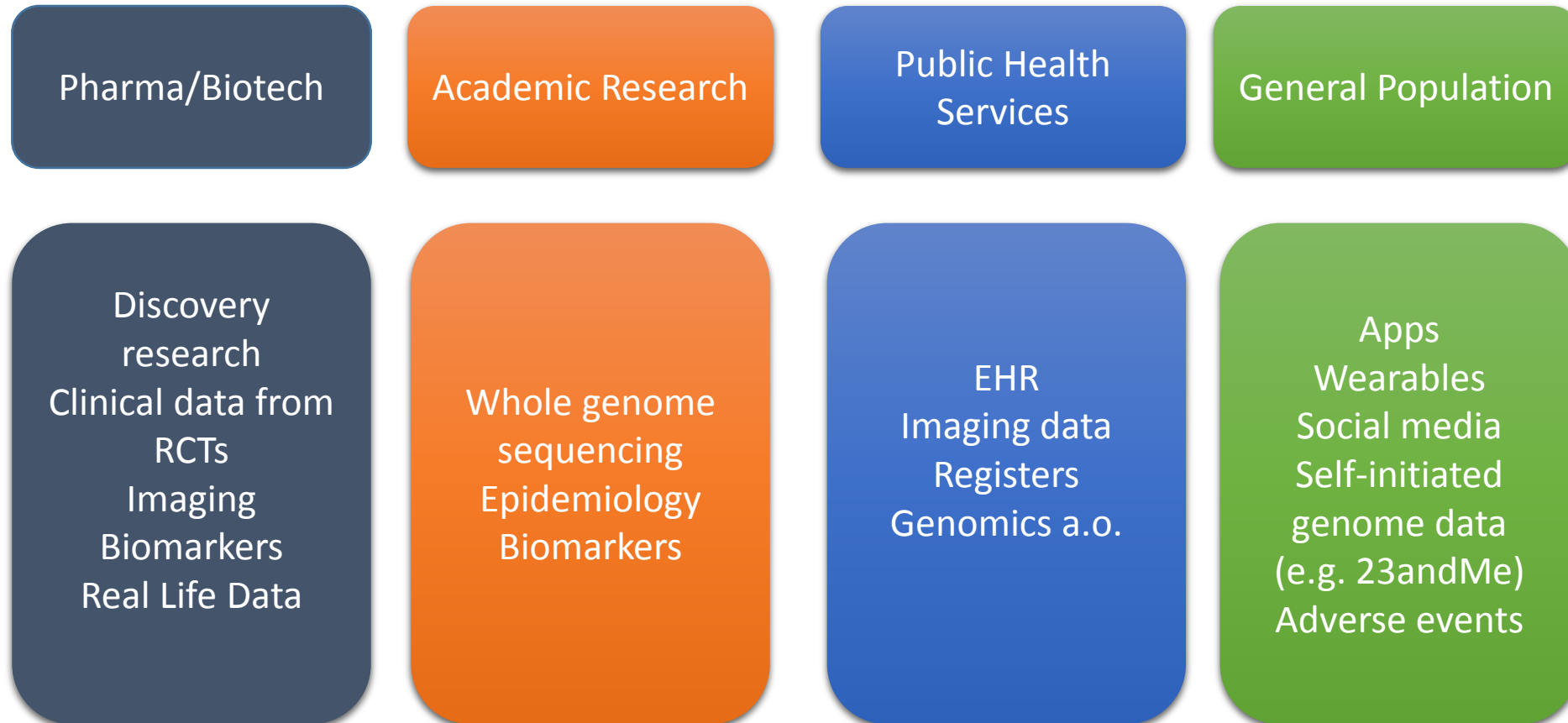


EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

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

Tuesday, 15 November 2016

The (big) data landscape



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

