

10 Global Trends Shaping Clinical Data in 2025



01

Design for risk-based everything



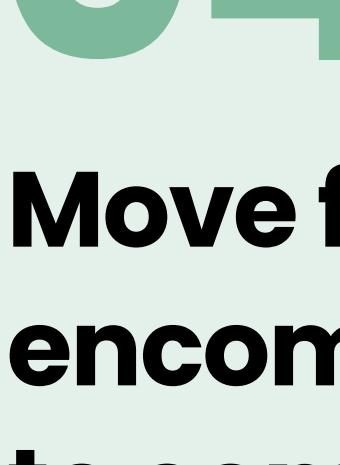
Risk-based approaches can introduce higher data quality, greater resource efficiency, and shorter timelines. Clinical leaders cite risk-based approaches as the trend most valuable and likely to succeed, yet a shift in mindset is still needed to depart from traditional review models.



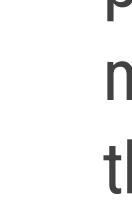
Combining risk-based checks with technology allows for a more targeted focus on critical data points.

02

Upskill data managers to enable clinical data science



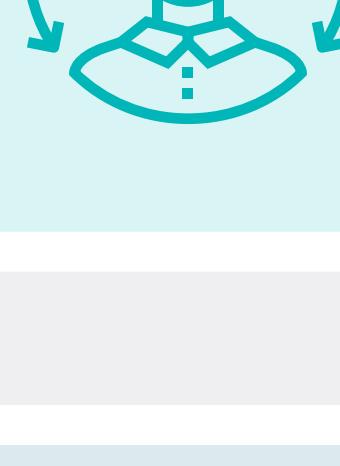
Increased automation will allow data managers to shift their workload from manual tasks to develop expertise in generating data-driven insights and predicting outcomes.



Leaders will focus on optimizing patient data flows, protocol designs, and improving standards.

03

Focus shifts from AI hype to smart automation



Rule-based automation does not require the same human oversight that AI does. Leaders are maximizing automation opportunities and putting saved hours towards AI pilot projects.



AI augmentation is already complementing the rules-driven automation of medical coding.

04

Move from 'all-encompassing' MDR to common standards



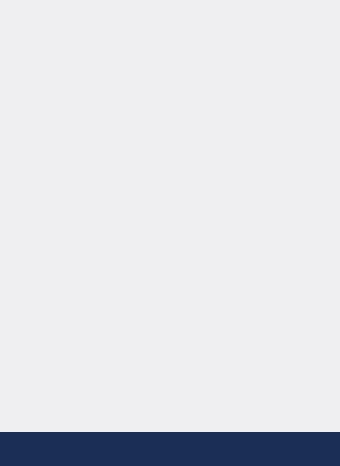
Scaling metadata management has proved challenging. The resurgence of metadata repository (MDR) is focusing on the study design metadata that are common, shared, and critical to data management and statistics.



Simplified standards will accelerate the path from study build to database lock.

05

Expand patient optionality by thinking holistically about the trial experience



Clinical data leaders are leveraging technology to put patients in control of their trial experience. Some are focused on alleviating the patient burden as early as the protocol design stage.



'Bring your own device' is becoming a preferred method to improve patient experience.

06

Innovate for better site experiences, at scale

07

Prioritize critical data upfront with endpoint-driven design



Boost resilience and agility to address politico-economic risks

08

Increase data ownership and transparency

Discover more in the full Trend Report

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