

Datatrak Direct

In coming years, the industry predicts dramatic growth in the use of patient-sourced data in clinical trials. Parallel to this trend is an increase in the adoption of eCOA, ePRO, and eConsent tools that are used to collect this information. These technologies are expected to eclipse even the use of EDC and CTMS as we move ever closer to the goal of paperless trials.

In keeping with our overall mission to provide our users with a seamless enterprise platform to plan, conduct, and assess their clinical programs, Datatrak Direct provides our clients a unified solution to collect any type of study data directly from patients through our Enterprise Cloud platform.

Compliance and Engagement

85 percent of all clinical trials fail to retain enough participants to complete their trials. This simple fact is the driver behind the adoption of patient-centered technologies. Working within a central platform with strong security measures and workflow guidance has been clearly demonstrated to dramatically enhance patient protocol compliance. When all patients participate through a centralized platform it serves as a perfect launching point for a variety of patient engagement programs.

Patient Compliance

- Effectively and conveniently communicate and collect informed consent
- Reduce confusion and error by enforcing workflows and data quality through edit checks based on the protocol
- Ensure diaries are completed when they should be with time stamped data
- More easily manage updates based on protocol changes

Patient Engagement

- Patients complete diaries and assessments more accurately with the assurance of privacy offered by a secure application
- Easily provide access to educational tools to patients throughout the study, keeping patients informed and engaged
- Notifications make timely completion of diaries and assessments more convenient

Bring Your Own Device

Further expanding on patient engagement, Datatrak Direct uses an iOS or Android app to capture data directly from patients using their own mobile devices. This means your patients are free to use whatever device be it a phone, pc, or tablet that they find most convenient. All patient-entered data is instantaneously stored on Datatrak Direct Enterprise Cloud.



Familiar Tools Now Power Patient Data

Our unified platform allows users to enforce and track compliance with flexible form design for ePRO and eCOA data. Bringing all of your data collection under the umbrella of a single enterprise platform allows you to cleanly leverage powerful Business Intelligence utilities available in EDC and CTMS to gain better oversight and more actionable insight into your data.

Flexible Design Tool

- Graphical interface to build forms with no programming required
- Optimize Design for usability across patient populations
- Pre-built Libraries for standard ePRO forms
- Set up edit checks and other notifications to aid patients in the completion of diaries and assessments

Centralize your Data

- Work with real-time eSource data wherever it suits your business processes
- Leverage powerful Business Intelligence tools that enable reporting on data drawn from patients, EDC, CTMS and third party sources
- Better identify trends across trials and patient populations
- Begin to develop a single source of informational truth for your organization



Reduce Cost and Simplify your Tech Burden

With every additional technology system your organization is using come a variety of direct and subtle costs. Multiple contracts, integration and validation difficulties, more complicated training procedures; these are all difficulties that can be eased or eliminated by reducing the number of supporting technologies you interface with as a company.

Unified technologies like Datatrak Enterprise Cloud aim to provide you with the greatest possible level of functionality in a single, streamlined product. If you're interested in discussing with us how we can simplify your lives, please reach out to us to schedule a demo today.