

# The Best Medicine Healthy Communication



Maha Al Farhan from ClinArt, a sponsor at the **marcus evans Evolution Summit 2010**, shares her thoughts on overcoming reporting challenges through better communication.

Interview with: Maha Al Farhan, President & Chief Executive Officer, ClinArt

## FOR IMMEDIATE RELEASE

Reporting information to health authorities in an accurate and timely manner is a top priority, as well as a challenge, for **Chief Medical Officers** (CMOs) of clinical trials. When patient health is at risk, no chances can be taken. CMOs can ease the reporting process by establishing healthy communication channels between the different parties, and making use of innovative software solutions, says Maha Al Farhan, President and Chief Executive Officer at ClinArt. From a sponsor company at the **marcus evans Evolution Summit 2010** taking place in Switzerland, 27 - 29 October, Al Farhan discusses reporting best practices, and healthy communication strategies.

### What issues are Chief Medical Officers dealing with at the moment?

Maha Al Farhan: One main issue that CMOs are facing is reporting – making sure that adverse and unexpected effects of drugs are reported to the authorities in a timely and accurate manner. This has become a challenge due to the limited and strict timelines involved in the clinical trial process.

There are several ways of communicating this information, and the best way is through clinical research associates. Having healthy communication channels, between the investigator and ultimately the patient, makes the process much easier and increases efficiency and productivity. To have these channels, everybody involved in the **clinical trial** must appreciate the urgency of **safety reporting**.

Training and re-training are also very important, as well as having open discussion panels for formal and informal talks between the parties. This will encourage employees to report promptly, and understand the urgency of the situation.

### What are some of the opportunities that CMOs can take advantage of?

Maha Al Farhan: Computer software packages can be used to make sure that reporting is done accurately and in a timely manner. This eases efficient communication when notifying or conveying messages to health authorities, investigators or ethics committees.

### How can CMOs enhance or nurture innovation in clinical trials?

Maha Al Farhan: Innovation in clinical studies is highly related to technology, and can be nurtured in-house. The cost of implementing new software technologies are often considered to be high, but ultimately, they lead to clinical trial efficiencies, and a decrease in delays and budget requirements. There are several types of clinical trial management software one can utilise.

We have found that using remote data capture helps the accuracy of reporting data, and has more advantages than paper reporting and verbal communication. There is something about computers that attracts people to do better.

### What are some of the upcoming developments that CMOs should prepare for?

Maha Al Farhan: The pharmaceutical industry is moving rapidly, with new innovative technologies and vast improvements coming along. CMOs need to become more technologically oriented. They need more training on using software, understanding programming and on utilising what is available. There are many pitfalls, and if everything is not done properly, the risk will be too high. CMOs need to make sure that they know exactly how their technology works, and dig deeper to make the most out of it.

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### About the Evolution Summit 2010

This unique forum will take place at the Fairmont Le Montreux Palace, Montreux, Switzerland, 27 - 29 October, 2010. Offering much more than any conference, seminar or trade show, this exclusive meeting will bring together esteemed industry thought leaders and solution providers to a highly focused and interactive networking event. The summit includes presentations on heeding health economics, evolving outsourcing models, clinical data management and emerging regulations.

For more information please send an email to [info@marcusevanscy.com](mailto:info@marcusevanscy.com) or visit the event website at [www.evolution-summit.com](http://www.evolution-summit.com)

Please note that the summit is a closed business event and the number of participants strictly limited.

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