

## Medidata joins the World Economic Forum

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**Medidata joins the World Economic Forum (WEF) Partner Member Associates - a select group of world thinkers and influencers**



Medidata has announced that it has entered into a three-year strategic collaboration with the World Economic Forum. The company becomes a Partner Member Associate and will participate in the WEF System Initiative focused on Shaping the Future of Health and Healthcare.

The initiative has a goal of transforming the continuum of care – from prevention to diagnosis, treatment, cure and maintenance of health – to enable people to lead healthier lives and access the care they need. It will initially focus on Europe, the Middle East and Africa, with plans to expand to North America and Asia Pacific.

Medidata will work with WEF and its partners to create new business models that put the needs and health outcomes of patients at the forefront. The approach is based upon adopting a globalized use for high-touch, data-enabled delivery systems that are integrated across the continuum of care.

The Healthcare Initiative has set a roadmap for the public and private sectors to work together in delivery of primary care through universal health coverage. It is already engaged in understanding how precision medicine, for example, can become a tool for inclusive healthcare delivery.

“Medidata is proud to bring to this initiative our deep expertise in life science technology, data and analytics to shape a new approach to driving better outcomes for patients,” said Christian Hebenstreit, general manager and senior vice president, Medidata EMEA.

“WEF and Medidata are aligned in the common goal of transforming the future of global healthcare. We’re excited to collaborate with healthcare organizations, regulators and influencers in this important cause,” commented Tarek Sherif, chairman and CEO, Medidata.

“The World Economic Forum’s System Initiative on Shaping the Future of Health and Healthcare brings together governments, civil society and leading companies to help deliver affordable and quality healthcare for nearly 9.7 billion people by 2050,” said Vanessa Candeias, Head, Shaping the Future of Health and Healthcare, Member of the Executive Committee. “We welcome Medidata as a new Forum Member Advisor, and are looking forward to engaging them with our community and platform for public and private cooperation.”