

Elevating the Site Voice through Action, Accountability, and Design

Medidata's Site Insights Program reflects a deliberate shift toward transparency, efficiency, and true site-centricity in clinical research. Built on the belief that better technology starts with better listening, the program embeds the site voice into product design, training, and strategy. Every insight gathered is tied to action, ensuring that collaboration leads to measurable improvements for sites and, ultimately, better experiences for patients.

This approach reinforces a simple but powerful principle: collaboration is only meaningful when it results in visible change. To achieve that, Medidata has moved beyond listening alone and focused on building the internal structures, behaviors, and accountability needed to act on what sites share.

Building Collaboration Into the Organization

Turning site insight into real-world impact requires alignment across the organization. Medidata's commitment to collaboration is reinforced by strong leadership engagement and clear accountability, ensuring that site feedback does not stop at discussion but informs decisions and priorities.

CEO Anthony Costello's background in patient-first technology sets the tone for an organization that values lived experience and operational reality. That mindset is translated into action in several tangible ways:

- **Thought Leadership:** Sites are positioned as partners, co-presenting alongside Medidata at conferences and client roundtables.
- **End-to-End Site Visits:** Product teams visit research sites to observe workflows, understand patient journeys, and identify challenges that directly inform product design.
- **Shared Accountability:** Feedback is not gathered for awareness alone. It is tracked, prioritized, and addressed with clear ownership across teams.

By embedding collaboration into daily work and leadership expectations, Medidata ensures that site insights influence decisions at every level of the organization.

From Patient Insights to a Site-Centered Collaboration Model

Medidata's collaboration journey began with a focus on patients. Through the Patient Insights Board and the Patient Centric Design Studio framework, Medidata partnered product teams with patient advocates to co-design solutions aimed at improving the clinical trial experience.

Those early efforts surfaced a critical insight. To achieve broader, real-world impact, clinical research sites needed to be part of these conversations. Sites sit at the intersection of technology, patients, and operations, making their perspective essential to scalable and sustainable improvement.

This realization led to the creation of the Site Insights Program and, as a foundational element, the Site Tech Board, formed approximately three years ago in partnership with the Society for Clinical Research Sites (SCRS). As the program matured, Medidata expanded its approach in March 2025 with the launch of an Executive Site Advisory Board and an online Site User Community, formalizing how site voices inform both day-to-day product decisions and long-term strategy.

Today, the Site Insights Program functions as an integrated ecosystem designed to capture, apply, and scale site feedback across the organization. Key components include:

- **Site Tech Board:** Enabling hands-on collaboration with product teams to refine existing technology and pilot new solutions.
- **Executive Site Advisory Board:** Engaging senior site leaders to inform strategic direction and future vision.
- **Site Partnerships:** Supporting ongoing collaboration beyond formal advisory roles.
- **Online Site User Community:** Providing sites with direct access to training, support, and structured feedback tools.

Together, these elements ensure that site perspectives are not only heard, but consistently translated into action, reinforcing Medidata's commitment to practical, site-driven innovation.

The Site Tech Board: Structure and Purpose

The Site Tech Board brings together approximately 15 sites to collaborate directly with Medidata's product development teams. Its structure is intentionally designed to reflect the diversity of the site ecosystem, including academic medical centers, independent sites, site networks, mobile research units, and retail-based sites.

The board meets six times per year and engages with teams across the organization to optimize existing technologies and

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pilot new solutions. Membership typically spans a two-year term, ensuring continuity while allowing for fresh input and rotating representation over time.

This structure balances depth of engagement with diversity of perspective, keeping feedback both actionable and representative.

How Insights Turn Into Action

A defining feature of the Site Insights Program is its closed-loop feedback model. After each Site Tech Board meeting, Medidata teams conduct structured briefing sessions to capture insights, align internally, and develop implementation plans.

Approximately three months later, those teams reconvene to demonstrate how site feedback has been applied. This includes product updates, workflow refinements, and process improvements, reinforcing transparency and trust.

Continuous feedback is further supported through end-of-session surveys and year-end summaries shared with participating sites, ensuring accountability and ongoing engagement.

Tangible Outcomes and Improvements

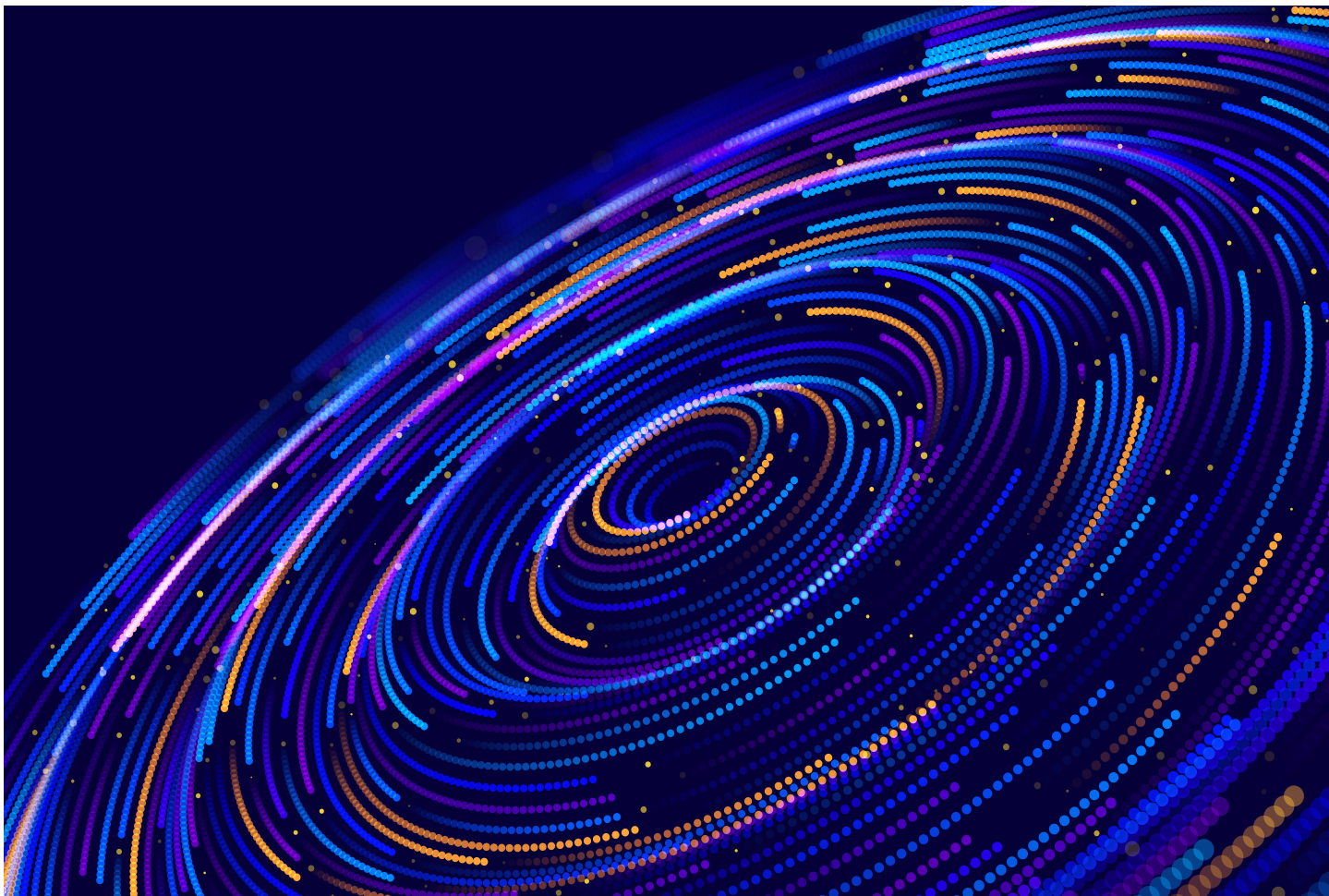
Product Enhancements

Site feedback has directly influenced enhancements across multiple Medidata solutions. Examples include refining informed consent workflows by separating education from signature, improving patient payment workflows to support timely payments and budget reconciliation, and enhancing the electronic clinical outcome assessments (eCOAs) solution functionality to better support raters. These changes reflect site input translated into practical, real-world improvements.

Training Evolution

Training has evolved from static, role-based modules to a just-in-time learning model. Sites now receive targeted information when it is most relevant, reducing redundancy and saving time. Investigator meetings allow sites to practice with devices in advance of patient visits, improving readiness and confidence.

Looking ahead, Medidata is exploring enhancements to the learning management system (LMS) that will prevent unnecessary repetition, improve compliance clarity, and further reduce site burden.



Scaling a Model That Works

At its core, Medidata's Site Insights Program demonstrates a simple truth the industry often overlooks: better products come from better relationships. By listening to sites, bringing them into decision-making, and holding itself accountable for acting on their feedback, Medidata is building technology that works in real-world settings. This is not theoretical collaboration. It is a repeatable model for how meaningful site engagement translates directly into stronger products, greater trust, and improved outcomes across clinical research.

The Site Insights Program continues to expand globally. Site engagement events were completed in Japan in November 2025, with additional regions planned throughout 2026. As the program grows, Medidata remains focused on maintaining consistency, accountability, and meaningful follow-through across geographies.

Collaborate Forward Takeaways

- Embedding the site voice requires intentional structure and sustained commitment.
- Tangible outcomes build trust when sites see how their input drives change.

- Diverse site representation leads to more practical, scalable solutions.
- Leadership alignment is critical to sustaining collaboration.
- Closed-loop feedback transforms insights into action and accountability into impact.

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