

The Next Generation of Observational Research:

The new technologies that are enabling a “whole health” approach and a better patient experience

Today's Speakers



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PhD

Chief Scientific Advisor
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PhD

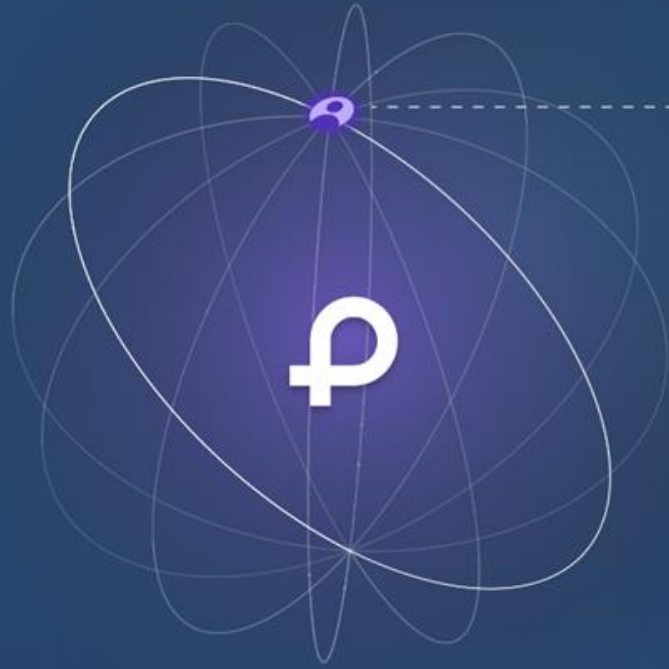
Head of RWE Research
PicnicHealth

Traditional methods of running prospective observational studies lead to an incomplete understanding of patients' health, journeys, and experiences.

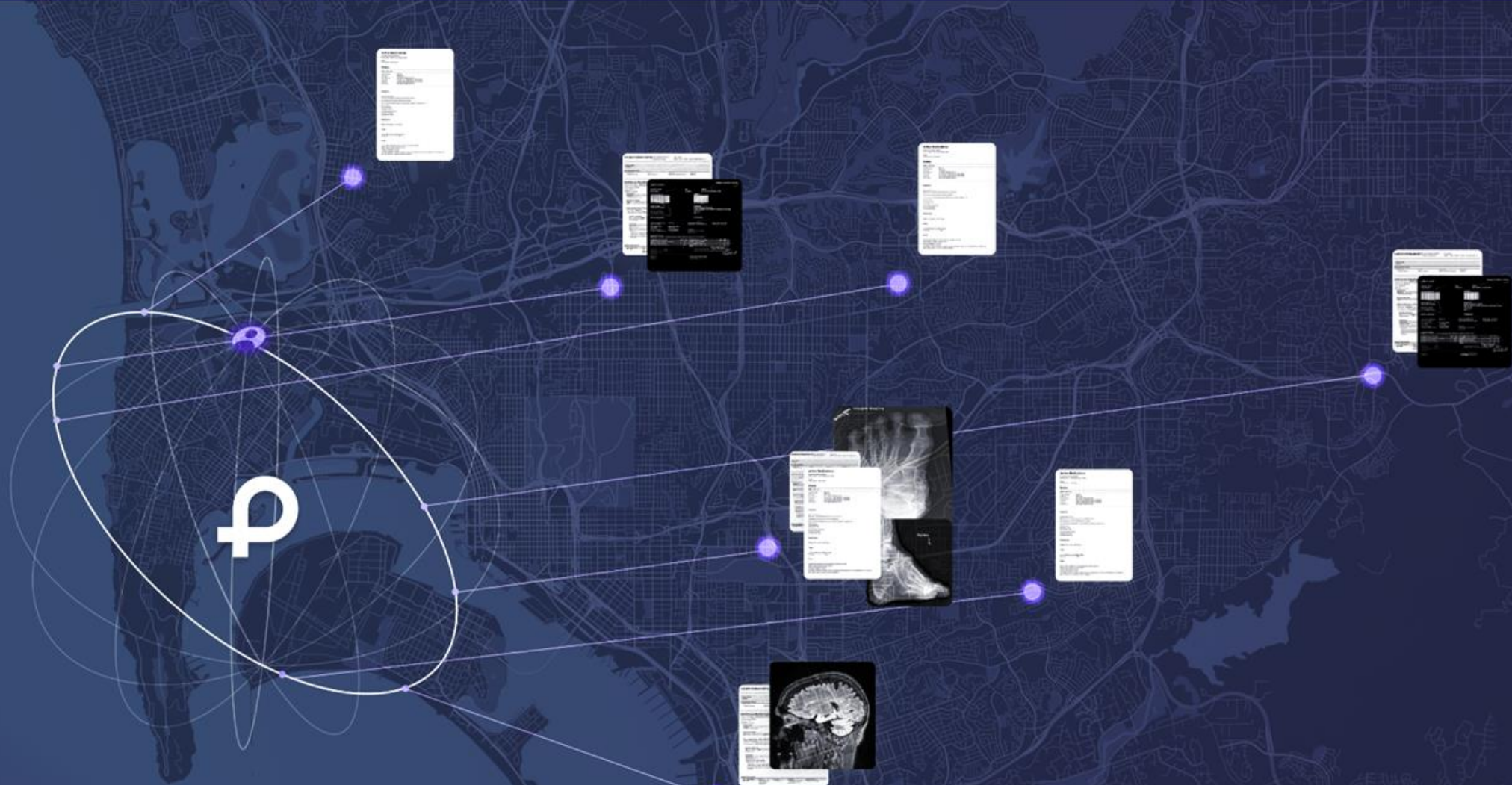
Health Journey of a Patient with MS



A fundamentally different approach to observational research



We start with a
consented patient



A direct-to-patient approach leads to
comprehensive, efficient research.



Patient ID: 82d3bx9

Enrolled on: 2020/03/19

Primary condition: Multiple Sclerosis

Documents (113) ▾

Providers & Facilities (8) ▾

AI driven, human verified.



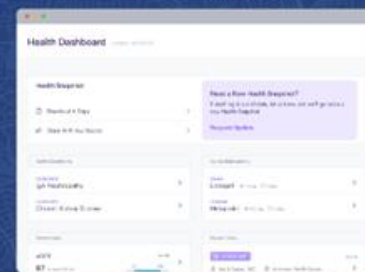
01

Sponsor Dashboard



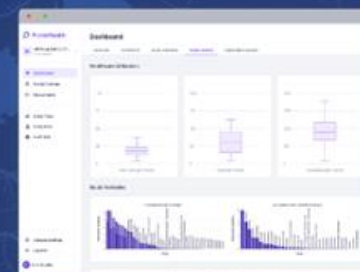
02

Patient Portal



03

Study Data

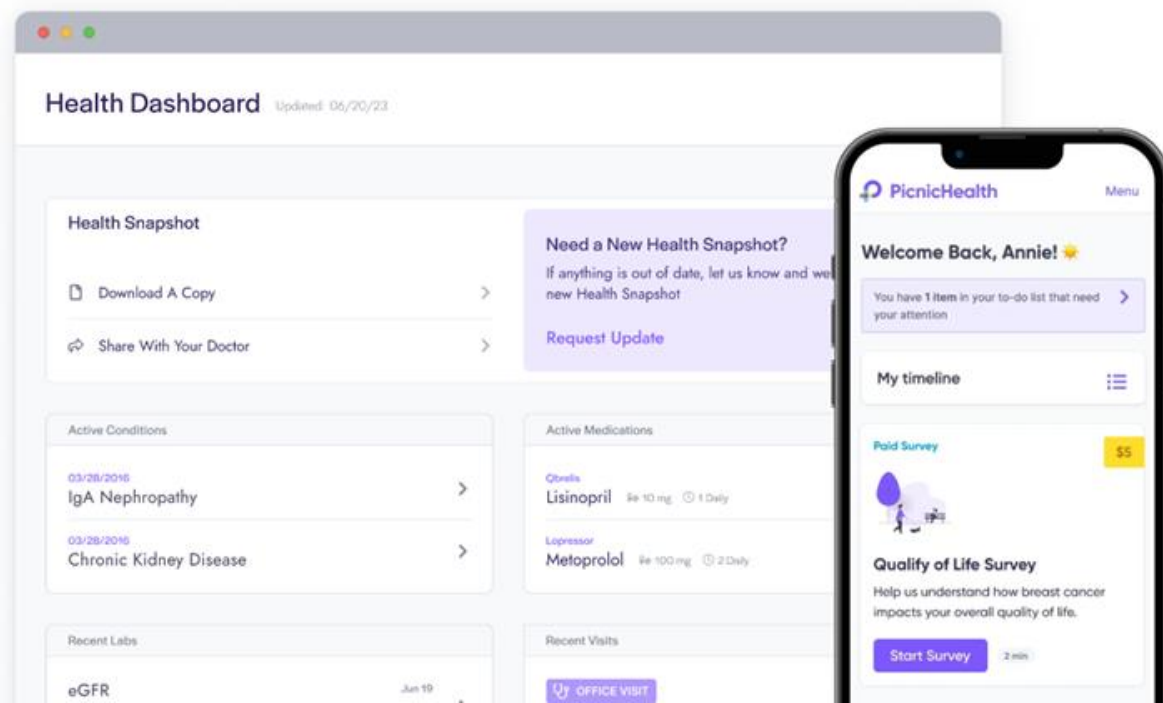


Better research starts with patient value

Allows patients to contribute to studies from their homes and more effectively manage their clinical care.

98% Patient Retention
at one year

10 min Sign Up



Case study: Underdiagnosis or Undertreatment?

PATIENTS RECRUITED

225 patients with PBC recruited
98% female | 5.1 years of PBC duration at baseline

DATA COLLECTED & CURATED

Complete patient medical record
10 years of retrospective data (median) | 17 months of prospective data

Structured data

Condition

Medication

Vitals

Procedures

Labs

Genetics

Unstructured data

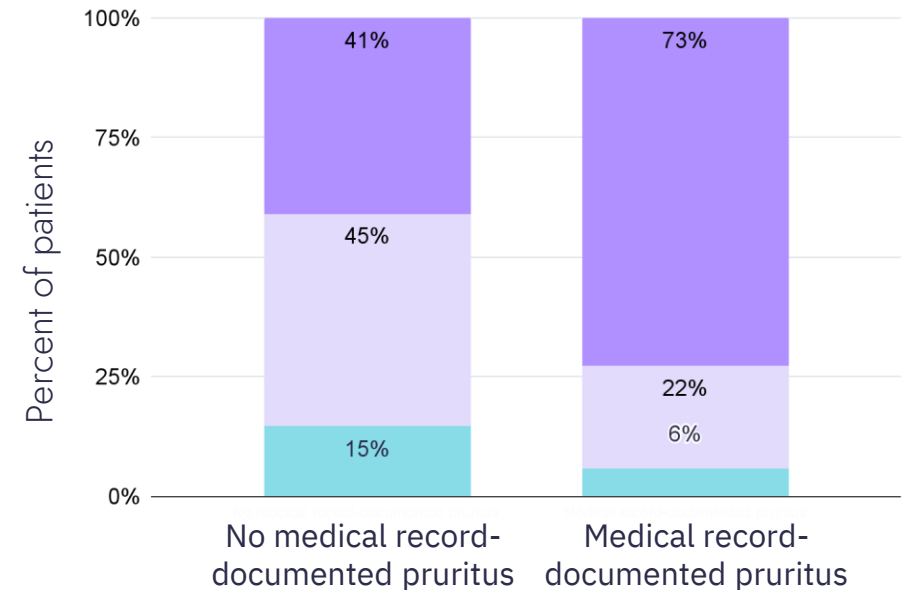
Narrative text

PROs (PBC-40)

Administered quarterly



RESULTS



- No patient-reported pruritus
- Mild patient-reported pruritus
- Clinically significant patient-reported pruritus

Source: Pruritus in primary biliary cholangitis is under-recorded in patient medical records. *BMJ Open Gastroenterology*. March 2024.

Thank You

Visit us at picnichealth.com/life-sciences

Contact us at partnerships@picnichealth.com