

# CIOReview

The Navigator for Enterprise Solutions

PHARMA AND LIFE SCIENCES SPECIAL

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## 20 Most Promising Pharma and Life Sciences Tech Solution Providers - 2017

The pharmaceutical and life sciences sector is in the throes of change. Issues around cost and pricing, clinical and operational innovation, voluminous data generation, customer engagement, and regulatory compliance have pushed pharma and life sciences companies to make a move toward latest innovations and technologies. By leveraging data management and analytics technologies, organizations can turn data into innovative insights accelerating new-product development, improving patient outcomes and enabling expansion into new markets, all while reducing costs and creating a more agile operating model.

Today, the rise in the specialty drugs has also complicated both clinical trials and regulatory approvals. The increased use of artificial intelligence and machine learning is steadily shifting the paradigm of medical research and treatment, providing researchers real-time access to every clinical case study and data required for

their research, irrespective of their location. Being able to develop such an elaborate database of information allows researchers to not only understand the full scope of a medical condition, but further shorten the amount of time it takes to diagnose the diseases.

However, business requirements and goals may vary from one company to another, and there is a need to select the best combination of technologies to drive success. In order to simplify and assist CIOs identify the right pharma and life Sciences solutions, CIOReview presents “20 Most Promising Pharma and Life Sciences Technology Solution Providers - 2017.”

A distinguished panel comprising of CEOs, CIOs, VCs, analysts, and the CIOReview editorial board has selected the top pharma and life sciences solution providers. In our selection process, we looked at the vendor’s capability to fulfill the need for cost-effective and flexible solutions that add value to the pharma and life sciences landscape.

### Median Technologies

recognized by **CIOReview** magazine as

20 MOST PROMISING  
PHARMA & LIFE SCIENCES  
TECH SOLUTION PROVIDERS - 2017

*An annual listing of 20 companies that are at the forefront of providing  
Pharma & Life science solutions and impacting the market*

#### Company:

Median Technologies

#### Description:

Median Technologies provides innovative imaging solutions and services to healthcare organizations around the world

#### Key Person:

Jeanne Hecht  
COO

#### Website:

[mediantechnologies.com](http://mediantechnologies.com)

# Median Technologies

## Unveiling Imaging Phenomics

As healthcare science continues to move towards precision medicine, researchers and physicians are eager to maximize the quality and quantity of data through image processing. While the medical world is poised and determined to develop a more accurate way to diagnose cancer, for example, recent statistics have shown that for those patients who are diagnosed with lung cancer, more than 96 percent of those are false positives, creating additional stress on the patient and adding unnecessary cost to the system.

Median Technologies is at the vanguard of imaging phenomics, a technology that breaks down inherently complex medical imaging data patterns and equips radiologists with better information to support their diagnosis and care of patients. “Our mission is to help biopharma and healthcare providers better diagnose, monitor and treat patients with cancer and other debilitating diseases through cutting edge image analysis in clinical trials and healthcare delivery,” says Jeanne Hecht, COO of Median Technologies. The firm is positioned at a crucial juncture in the oncology landscape, providing tech-driven, analytics powered systems to support biopharma companies with drug development and physicians with disease diagnosis and care.



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**Our mission is to help biopharma and healthcare providers better diagnose, monitor and treat patients through cutting edge image analysis in clinical trials and healthcare delivery**

With a vision to extend the advantages of the turnkey image phenomics technology to clinical trials and patient care, Median Technologies engages in the extraction of advanced biomarkers that prepares the ground for new drug development efforts focused on personalized therapies, and treatment. Median Technologies’

Lesion Management Solution (LMS) is a comprehensive software portfolio of clinical applications specifically-designed to transform the identification and management of cancer lesions, dramatically improving patient care and expediting drug development. LMS assists organizations in extracting succinct data from medical imaging and mitigates the challenges of the growing oncology landscape in the areas of drug development and therapies. By leveraging LMS, Median Technologies recently enabled the regulatory clearance for two cancer drugs for three indications in several countries.

Intended to assist investigational researchers in clinical trials and for diagnostics in patient care, Median Technologies designed the imaging phenomics platform—iBiopsy®. An abbreviation for imaging biomarker phenotyping system, iBiopsy® is specifically devised to acquire, index, and analyze thousands of phenotypes and establish biological associations with higher precision using Microsoft’s Cloud Computing environment. It combines non-invasive imaging biomarkers and phenomics to determine biological associations that can assist researchers to not only better diagnose disease but to also predict a patient’s response to treatment. Currently in its testing and validation phase, the iBiopsy® platform is geared towards the challenges of lung, prostate and liver disease. In the impending years, the firm envisions to shore up their partner and collaborator base by allowing them to implement the iBiopsy® platform in their organizations.

While the growth of Median Technologies moves uphill, the firm leaves no stone unturned in the conquest of newer technology trends in imaging. The company invests heavily in R&D to drive home this specific objective. With its footprint already spread across Europe, US, Japan, and China, Median Technologies endeavors to expand along the length and breadth of these geographies. The firm has its expansion focus primarily on China to nullify the challenges of radiologist shortages coupled with the lung cancer epidemic, which has gripped the country. Median Technologies also aims to strike strategic partnerships along the way that adds significant value to its expansion strategies and help them better understand patient needs throughout the world. **CR**