Title: Unleashing the Potential of Healthcare and Pharmaceutical Data using Hadoop and Big Data Analytics

Abstract:

Big Data Analytics with Pharmaceutical / Health Care Data.

Pharmaceutical companies can expand the data they collect and improve their approach to managing and analysing these data. Lot of Data, millions and millions of Data is Generated in Pharmaceutical Industries while doing Drug Testing. They are not being used as a whole to understand biological response to drugs. There is a Requirement to shift to Big Data Analytics on integrated translational data and gain a holistic view of their Pharmaceutical data.

Clinical Trials is a notoriously long and arduous process, and it can take more than 10 years and $2.6 billion to bring a single drug to market. Big Data can Enhance and Accelerate this process. For Efficient Clinical Trials, Improved Yields, faster time to Market and improved safety it is very much important to integrate pharma data with Hadoop.

Clinical Trials has been a secretive activity conducted within the confines of the R&D department, with little internal and external collaboration. By breaking the silos that separate internal functions and enhancing collaboration with external partners, pharmaceutical companies can extend their knowledge and data networks. Clinical Trials must continue to use cutting-edge tools. These include sophisticated modelling techniques such as systems biology and high-throughput data-production technologies.

Pharmaceutical companies can deploy smart devices to gather large quantities of real-world data not previously available to scientists. Remote monitoring of patients through sensors and devices represents an immense opportunity. This kind of data could be used to facilitate R&D, analyse drug efficacy, enhance future drug sales, and create new economic models that combine the provision of drugs and services. A combination of new, smarter devices and fluid data exchange will enable improvements in clinical-trial design and outcomes as well as greater efficiency.

Not Just this, with the help of Hadoop and Big Data Analytics, there are many more benefits that Pharmaceutical companies can get.