

# 3 QUESTIONS TO CRISTINA D'ALMEIDA

*As Scientific Director of Medexprim, Cristina works at the crossroads of the medical and data worlds. She explains her challenges and what she is doing to meet them.*



## 1 What is your role as Scientific Director at Medexprim?

My role is to bring Medexprim closer to the clinical and scientific world. Doctors are doctors, not data generators: above all, they want to treat their patients better. They will be happy to participate in projects focused on the digitalization of clinical research - as long as it gives a coherent result. My ambition is to propose scientific projects that might respond to their expectations.

So my job is to understand the context in which data is created: what is the patient care pathway, the natural history of the disease, the recent scientific and clinical developments, the potential difficulties related to data collection... To best serve medical research, we need to understand our projects from both a data and a disease perspective!

For this, I do a lot of scientific watch, bibliographic research to understand the evolution of treatments, to see if there is an established pathway or a consensus within medical learned societies on treatments, to identify ongoing clinical research activities in university hospitals, or to identify who are the key opinion leaders on a given pathology and so on.

I also do a lot of monitoring and setting up of national, European and international projects.

My objective is to create new relevant opportunities for collaboration. So I need to better understand the demands of industrial partners, and to identify our liaison at the hospital. If we know which professor to contact for a given project, we gain in precision, relevance and time. And ultimately, it's for the benefit of the patient!

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## 2 What do you want to do from a scientific perspective?

I would love to develop our activities in molecular and genomics research, in order to develop, for instance, multiomic signatures, control synthetic arms or a smart tumor board. We're going there anyway, and what's exciting for me is to go there with the hospitals! We aim to provide digital innovation to different use cases: Oncology, Neurology, Cardiology... We're presently building collaborative consortiums - both national and European - on these areas.

We definitively have a role to play in domains where there is a real need for treatments but where it is still difficult to find a solution today, like rare diseases and paediatrics, for example.

## 3 What is different at Medexprim?

In my opinion, we really treat the hospital as a partner and not as a client or a data provider: there is a sincere interest to add value to the clinical routine, a real desire to link projects with the scientific excellence coming from hospitals. The key opinion leaders see this, and our approach motivates them a lot!

And Medexprim's corporate culture is very supportive: there are no barriers, we share a common desire to grow and exchange. This logic of understanding the needs of our stakeholders is something we live with every day.