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Webinar

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E-BABE- Hawthorne Effect: Making Heart Failure trials accessible and convenient for everyone, everywhere.

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Cardiological diseases represents a major growing health problem in the developed world. Clinical research is the cornerstone of continuous improvement in prevention and treatment of heart diseases. An average pivotal trial evaluating novel cardiovascular therapies can require more than 10,000 visits and the collection of millions of data points. An important factor of success in clinical trials is the accessibility and diversity of participants and the quality and completeness of data. In order to collect all the data, the follow-up examinations are particularly relevant. A significant problem is that 79% published clinical trials have significant missing data resulting in issues of interpretability and generalizability of results. This causes incongruities of health burden to population which costs trillions and therefore the number of studies on new preventions and therapies in heart failure is kept low.

Hawthorne Effect is a novel decentralized, patient-centric clinical trial platform that enables clinical trials to be accessible to patients anywhere, anytime via a convergence of digitization, home health and a gig work force. With a community, consisting physicians and healthcare professionals, as well as a novel integrated technology solution it is possible transform the future of healthcare. By enabling remote in home or virtual visits. This decreased patient burden, increases participation and quality data collection and improves interpretability, costs and timing of clinical trials.

Focusing on enabling participation through comprehensive clinical trial follow-up may enable clinical trials design to advance to a new level of impact as well as close the inequity gap for more generalized populations to participate in innovative clinical trials.

Biography

Jodi is a healthcare executive, leader, innovator, and advisor. More than 25 years experience in clinical development, scientific and regulatory strategy, management and medtech market development. She is passionate about efficiencies in innovation and stakeholder experiences- most importantly, the patient. Jodi led seminal global clinical trials and approvals of transcatheter heart valve therapy at Edwards Lifesciences, LLC through 2014. She is a serial entrepreneur, most recently founding Hawthorne Effect, Inc., an innovative platform for revolutionizing patient follow-up.