Clinical research, APAC, and the west: A technological response to regional shifts

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The 21st century has seen the rise of the Asia Pacific (APAC) region as the next global hotspot for clinical trials. But clinical research is just as competitive as any other industry, and growth in Asia has thus occurred in tandem with a decline in regions that previously held a stronghold on the market – namely, Western Europe and the United States. The author from Medrio will dive into the details of this shift in market share, exploring its size, rate, and scope, as well as the factors driving it. He'll also discuss how a greater adoption of technology can incentivize sponsors to conduct trials locally rather than outsource, thereby enhancing Western organizations' ability to remain competitive in the modern era of clinical research. This presentation will be bolstered by primary and secondary research, as well as by his own extensive experience working directly with clinical research organizations in Europe and the United States.

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