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'Identifying patients for clinical trials accurately and quickly'

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Here is Ms Maggie Massam describing what the organization does, their offerings and how they can help Indian companies establish in the UK.

"In essence, what we do is we collect primary care data and anonymize it ensuring we do not have any personal information about patients, thereby making it research-ready," said Ms Maggie Massam.

The data is then made available to pharmaceutical companies, academic institutions and to anyone who wants to do research in drug safety.

"What we have done recently is we have all the information which is not personal, but clinical data, and we apply technology so that we can identify patients for clinical trials much more accurately and quickly," she explained.

Ms Massam also observed, "We have fantastic resources and great NHS database, coupled with the use of clever technologies to make clinical trials far more trusted and efficient."

CPRD is not a commercial organization. "But we do charge. We are a part ofÂ UK. The pharmaceutical industry in UK is seen to be quite slow in getting things done. It is an expensive process, but this is a part of the whole new world of getting it all done differently. We will help companies be competitive," she concluded.