

Humedica, Pfizer form strategic research alliance

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Singapore: US-based Humedica, a clinical intelligence company, and Pfizer, will conduct data-driven collaborative research. According to the agreement, the alliance will leverage Humedica's expertise in gathering and normalizing de-identified healthcare data from disparate systems and Pfizer's experience in R&D and commercializing medicines to prevent and treat health conditions.

The alliance is an important step in bringing together clinical informatics and life sciences expertise to better understand patient needs and the effectiveness of treatments to improve patient outcomes.

Mr Michael Weintraub, Humedica's president and CEO, said, "Pfizer's leadership position in global healthcare is focused on the goal of delivery of medicines at optimal effectiveness and efficiency. Humedica is pleased to be Pfizer's clinical informatics and analytics partner, applying Big Data solutions across the continuum of care."

"The collaboration with Humedica will provide us with powerful information about healthcare delivery and patient outcomes," said Mr Geno Germano, president and GM, specialty care business unit, Pfizer. "By combining leading-edge analytics with unique real world data sets, we believe we can identify actionable insights and potentially improve patient outcomes and overall health."