

# Arena International Announces the Brand New Direct-to-Patient and Virtual Clinical Trials Digital Experience

June 19, 2020 by Kadin Luong

**London** – Arena International announced today the first-ever Direct-to-Patient and Virtual Clinical Trials (<https://arena-international.com/dtpvirtual/>) will be held as a Digital Experience on **Thursday, 9 July 2020**. As COVID-19 has forced the market to move towards decentralized and remote models, this event provides the perfect opportunity for clinical trial professionals to hear, meet and learn from top-class speakers around the world to discuss challenges and innovations in this critical time.

Direct-to-Patient and Virtual Clinical Trials is the ideal platform to talk about how the impact of this crisis has created a new normal with decentralised trials creating benefits including enabling more patients to take part, access to a wider patient pool and higher rates of patient engagement and retention. Attendees will be able to explore and learn how the industry is coping with changes during this unprecedented time.

This one-day online event will deliver a full agenda with cutting-edge content allowing industry experts to learn about how to adapt to direct-to-patient and virtual trials in a COVID and post-COVID world. Attendees can **stream live and pre-recorded presentations** from top tier speakers on topics including the importance of direct-to-patient, data management in virtual clinical trials, and leveraging technology and data to create patient-centric medical device clinical trials. Connecting with other industry leaders will be possible via the platform's **live chat and video chat features**– equipping attendees with the ability to reach their peers and colleagues **globally**.

A preview of the key sessions:

- [Adapting to new clinical trial models in the wake of COVID-19: understanding behavioural science in terms of engagement and retention.](#) Nnamdi Ezeanochie, Senior Manager, Behavioural Science, Johnson and Johnson
- [Temperature maintenance and quality assurance in both direct-to-patient and direct-from-patient shipments.](#) K Nicole Harter, Quality Consultant, Global Logistics, Quality Systems, Laboratories, Eli Lilly and Company.

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- Preparing for a virtual clinical trial: what do you need to think about from a regulatory perspective?  
Mukesh Kumar, Director Regulatory Affairs, ResQ Pharma.

### About Direct-to-Patient and Virtual Clinical Trials Digital Experience

Holding a virtual conference enables Arena International to create a secure environment for end users and vendors while delivering on what they have signed up for: a platform enabling knowledge sharing, networking and insights from peers to overcome specific challenges. This is an appropriate format to respond to the current global situation as evolutions are uncertain.

### About Arena International

Arena International Events Group (part of GlobalData) welcomes over **10,000 business executives** each year who attend over **80 of our events worldwide**, they are addressed by over **1,700 industry leaders** delivering leading edge content and discussion.

Arena International's events consistently strive to provide thought-provoking content and unrivalled networking opportunities, which add tangible value to those who attend. With comprehensive learning programmes, wide-ranging exhibitions and extensive networking activities we bring together industries to collaborate and learn. [www.arena-international.com](http://www.arena-international.com)

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