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"We built myMedidata to be accessible from any kind of device," says Costello. "It also has the same authentication requirements as the rest of the Medidata platform.

"If you're on myMedidata with a single username and password, you can see every feature that you need for that study, and you can also see every other study you've ever done on our platform."

Like with other products, Medidata hopes to continuously roll out updates to myMedidata as more patient feedback comes in.

"We're getting constant feedback right now on what features are important to customers and why," says Costello. "That includes building more registry capabilities to facilitate large COVID-19 trials that are happening."

Although the rest of the industry may have been slow in taking patient insights on board, Costello believes that the pandemic has helped pharma realise what they've

development across the sector.

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