

07 Jun 2021 |

IQVIA Biotech's Sockalingam On Clinical Research Virtualization In APAC

by Anju Ghangurde

In this audio interview, the head of IQVIA Biotech (Japan-Asia Pacific) talks to *Scrip* on a range of aspects around digitalization and virtualization of clinical research in the region, including sharply reduced site contracting timelines. He also touches on the digital product launch efforts that are currently a reality in several markets.

Dr Senthil Sockalingam, head, [IQVIA](#) Biotech, Japan-Asia Pacific (JAPAC) and chief medical officer, APAC, spoke to *Scrip* on trends and opportunities in the clinical research segment, partnering/outsourcing approaches and digitalization efficiencies, driven by the pandemic.

Rapid "virtualization" of the trials segment, how the regulatory framework in certain APAC markets is still catching up in this area, and adoption of telemedicine are some of the other key issues he delves into in this audio interview.

Sockalingam, a physician by training, also declared that artificial intelligence is the "new stethoscope or echocardiogram" and will only aid - not replace - doctors. There's no need for them to become "nervous" he said.

Podcast Time Stamps

00:08 Introduction

00:58 IQVIA Biotech's Latest Expansion In Japan/Asia Pacific

04:40 Diverse APAC Region, Oncology/Immunology Focus Of Biotechs, Partnering Models

11:53 Pandemic-Driven Virtualization Of Trials, Site Contracting Timelines

17:57 Digital Launch Efforts, Democratization Of Healthcare Providers' Access To Information

21:25 Evolving Patient Journey

24:16 AI In Drug Development, Treatment

These and all our other podcasts are available on the Informa Pharma Intelligence channel on [Apple Podcasts](#), [Google Podcasts](#), [SoundCloud](#) and [TuneIn](#) - and also now on [Spotify Podcasts](#) - and via smart speakers if one of these platforms has been set up as your default podcast provider.

Related Stories:

<https://scrip.pharmaintelligence.informa.com/SC144394/More-Small-Biotechs-Are-Launching-Drugs-On-Their-Own>

<https://scrip.pharmaintelligence.informa.com/SC143436/Indian-Trials-Recover-Amid-Lingering-Pandemic-Challenges>

<https://scrip.pharmaintelligence.informa.com/SC144125/AI-And-Tackling-Challenges-In-Clinical-Medicine>

<https://scrip.pharmaintelligence.informa.com/SC144058/Chinas-Internet-Hospitals-And-New-Commercial-Models-For-Pharma>

<https://scrip.pharmaintelligence.informa.com/SC142404/Commercial-Models-Shifting-As-Pharma-Mulls-Digital-First-Launches>

<https://scrip.pharmaintelligence.informa.com/SC144238/ISCRs-Davis-On-Pandemic-Adaptations-Value-Of-MultiRegional-Trials>

[Click here to explore this interactive content online](#) ✨