

# SPARK EUROPE WEBINAR SERIES 2022

Wednesdays  
at 4 pm CET

SPARK Europe  
Education

## Non-Interventional Studies: building and broadening the value story

Daniel Schwarz & Marika Chrápavá

7th September 2022 | 4 – 5 pm (CET) | Online Webinar

What is the utility of observational data, and how does it differ from data collected under experimental conditions such as randomized controlled trials (RCTs)? Does it have any other value than optimizing market access in pharma companies? Late-stage clinical research data is not easy to collect and manage, but can dramatically improve drug development and clarify the value of new therapies.



### Assoc. Prof. Daniel Schwarz, PhD

Daniel is the Chief Information Officer (CIO) of IBA Ltd. and an associate professor at Masaryk University and the Brno University of Technology. Besides his research in **neuroscience, medical image analysis, and machine learning**, he also works on **data security, data management, and data science** in clinical research.



### Marika Chrápavá, MSc

Marika is the Head of the Department of Clinical Projects at IBA Ltd. She has dealt with **project management, quality management, and regulatory affairs in the pharmaceutical industry** since 2003. In her career, she has led dozens of research projects focusing on medical devices and medicinal products: from basic research and pre-clinical and clinical development to a successful product on the market.

### Online via **MS Teams** | Please register [here](#)!

Registration to the webinar is required in advance in order to receive MS Teams meeting link. The event is hosted by SPARK at the Faculty of Medicine, Masaryk University, Brno, Czech Republic

*SPARK is an initiative created at Stanford University, to overcome challenges associated with translation of academic discoveries.*

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