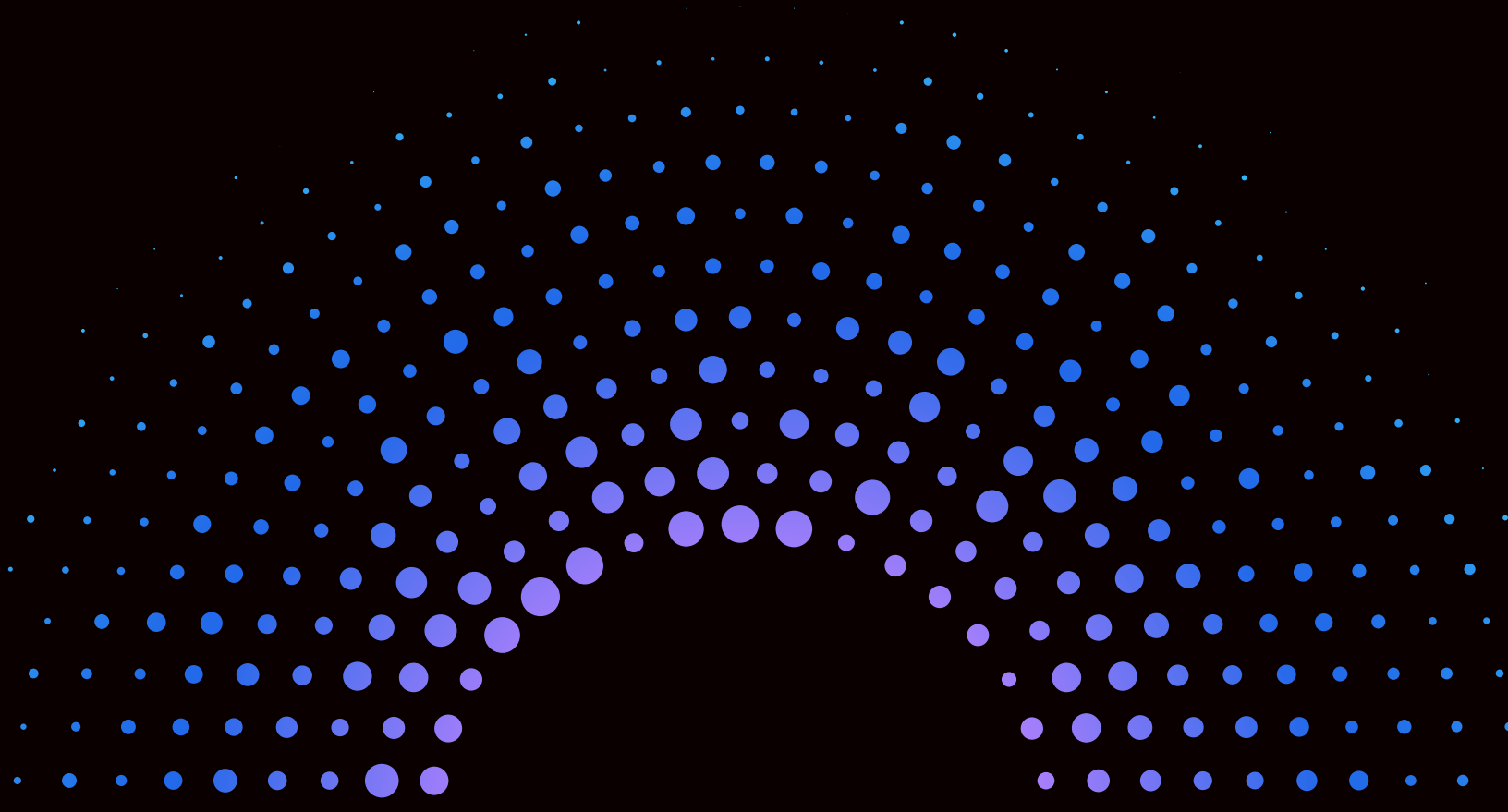
Flywheel

# *Unlocking Faster Oncology Insights* Through Centralized Imaging Workflows



## The Challenge

While imaging data collected through clinical trials can be the key to new discoveries and AI development, sifting through and managing that data can be tricky. Data silos, varying quality and modalities, and delays in claiming data from third parties can significantly impact these efforts.

**3 years** spent trying to develop a custom in-house imaging data management system

A top 10 global pharmaceutical company's clinical imaging group needed to get around these bottlenecks to accelerate their oncology research efforts. For three years, the team had been trying to build an internal solution to streamline data flow and enable faster decision making.

The stakes were high. Every delay in analyzing trial imaging data meant slower identification of biomarkers, longer timelines for subsequent trial phases and increased costs. The company needed a way to interrogate imaging data earlier in the process, both to improve trial quality and to extract more value from their imaging assets.

## The Solution

Compared with a cloud based platform, the maintenance burden of the company's homegrown platform was astronomical, and the lack of flexibility would hinder innovation. So, they turned to Flywheel to create a unified, cloud-based imaging data environment for oncology trial data.

**33%** *cost savings for initial development*

plus more functionality and savings over time for support and maintenance

With Flywheel, imaging data is easily ingested, de-identified and curated via Flywheel Gears, containerized algorithms that automate many routine tasks in data preparation. Using Flywheel's Reader Studies module, the team can conduct reads and other segmentation tasks within a structured workflow.

This unified, automated workflow allows researchers to identify significant biomarkers in homogenous trial populations and then develop algorithms to detect those biomarkers systematically and efficiently. The flexibility of their new system also helps them conduct more exploratory analyses, iterate quickly and test hypotheses. With Flywheel's built-in viewer, readers and analysts can also complete crucial tasks within the same platform.

By centralizing their imaging workflows and moving away from developing a costly, rigid homegrown system, the company has accelerated their decision making capabilities, enabling them to develop next-generation biomarker and analysis standards to accelerate future trials. Researchers can extract additional insights from imaging assets beyond what CROs typically would provide trial sponsors, helping them potentially improve trial quality and uncover new exploratory endpoints.

## The Outcome

With Flywheel, they're able to establish baseline assessments for AI and radiomics analyses. They generate better insights into disease response and adaptive trial arms. And they're able to both develop new AI models and test existing ones on their internal data, supporting translational oncology initiatives by pairing structured imaging data with algorithmic readouts and AI-driven biomarkers.

Ultimately, this helps the company position themselves to make smarter, faster decisions. That means lower costs, quicker time-to-market — and maximum scientific impact.

# *Time, money, & resources saved*

from further developing and maintaining an internal imaging system

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*Schedule a demo or get in touch with a Flywheel representative.*

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