The Friday Interview: Roman Chernyshev, SVP Healthcare & Life Sciences at DataArt

TIM BOND

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Roman Chernyshev, SVP Healthcare & Life Sciences at DataArt

In this week's interview, we caught up with Roman Chernyshev, Senior Vice President – Healthcare and Life Sciences at DataArt, to discuss the future of technology in the world of health and how data can unlock the potential for vastly improved services.

COULD YOU PLEASE EXPLAIN WHAT DATAART IS?

DataArt is a technology consulting firm that offers end-to-end solutions, from concept and strategy, to design, implementation and support. When it comes to the healthcare world we offer deep industry knowledge and vast experience and help our clients meet their unique business needs with cutting-edge technological solutions. Among our long-term clients are Charles River Laboratories, Cancer Research, BTQ Financial, SimShare, Zesty, CACHE and others.

HOW DOES DATAART MAKE MONEY?

DataArt consults clients on the best technology approaches to their business challenges and then implements unique software solutions that help businesses become a lasting success in the marketplace. To every project, we bring a combination of industry knowledge, unique company culture and some of the best technical talent in the world. Our clients' business outcome is the true measure of our success and pushes us to find creative solutions to the most difficult problems. Rooted in deep

domain knowledge and technology expertise, our offering includes new product design, enterprise system modernization, and managed services.

WHAT'S COMING NEXT FROM DATAART?

DataArt always comes up with innovative and responsive solutions to help our clients stay ahead of the curve. We constantly run R&D projects inside the company and create demo apps. One of them is KidPRO, which is a user interface for an ePRO (electronic patient reported outcomes) system or a patient diary which is customized for children who take part in clinical trials or need to manage a chronic health condition. KidPRO combines pieces of professional medical software with gamification elements and a simple UI to make it appealing for children. Another project, MedAR, is an image recognition and augmented reality application that can facilitate pharma sales and marketing, and improve patient adherence to medication. MedAR efficiently recognizes medications and instantly provides a user with relevant information about the medication, including drug facts, uses, directions, links to videos and the manufacturer's website, and more. We have also created a number of Data Analytics and Visualization tools. Right now we're looking into how social media data can be leveraged in healthcare and life sciences and what value it can bring. For example, we believe that by checking how their drugs trend on Twitter and Facebook, pharma companies can hugely improve understanding of their market.

WHAT DO YOU PERSONALLY TRACK ON A DAILY BASIS?

Apart from things that you get pretty much automatically tracked for you as a smartphone user (steps, distances walked etc), the only thing I track is my own productivity at work. And no matter how paradoxically it may sound, I resort to ordinary pen and paper to keep track of my business tasks. About 5 years ago I learned about the Pomodoro technique – a very simple yet powerful way of planning, prioritizing and getting things done on a daily basis. I simplified it to a very basic habit that works perfectly with just pen and paper and I'm pretty happy with it.

LASTLY, WHAT DO YOU SEE AS THE FUTURE OF SELF QUANTIFICATION?

I think the future is in the whole society benefiting from self-quantification of individuals. What I mean by this is that with the development of technology, quantification will most likely lose that self- prefix which currently means that quantifying and measuring your life requires a lot of discipline and determination from you as a user. Instead, progress in technology will make it transparent and natural

allowing us to monitor and collect data about all aspects of our lives with no actual efforts on our side. And, then all that data will be aggregated and cross referenced with data from other sources such as health records and genetic studies, not just to provide insights into the past but, also to become the tool for predicting our future and identifying risks long before a problem becomes evident.

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