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ShareRoot's MediaConsent platform to be utilised in clinical setting for brain research

ShareRoot Ltd (ASX:SRO) will utilise its MediaConsent platform in a collaborative effort to optimise research into brain diseases, injuries and disorders.

Neuroscience Trials Australia (NTA) is the second Australian research collaborator to join a major project to trial MediaConsent in a clinical research setting.

This is being done with a view to enhance the experience for patients and carers in their treatment journey and clinical researchers in their research discovery and development goals.

The work aims to improve the dynamics of clinical trial recruitment, patient engagement and understanding of patients' health-related behaviour through social media and accompanying consent processes.

ShareRoot CEO Noah Abelson-Gertler said, "With the MediaConsent platform, we will enable patients to participate in clinical research in a whole new way."

NTA has joined the project led by ShareRoot's The Social Science (TSS), a Melbourne-based digital agency which was acquired by ShareRoot in April 2018.

READ: ShareRoot's MediaConsent platform to enhance clinical research at St Vincent's Hospital Melbourne

In October, St Vincent's Hospital in Melbourne signed onto the project led by TSS managing director Michelle Gallaher.

NTA is a leading Australian based, not-for-profit contract research organisation specialising in neuroscience clinical research.

It is a business unit within the Florey Institute of Neuroscience and Mental Health, the largest brain research institute in the southern hemisphere.

READ: ShareRoot eyes growth opportunities as data privacy regulations become stricter

Abelson-Gertler said, "Neuroscience Trials Australia offers us a wealth of knowledge and opportunity to shape the SaaS platform to deliver equal value for researchers and patients with neurological diseases, disorders, and injuries, whilst protecting patient data and privacy."

Price: 0.185

Market Cap: \$6.83 m

1 Year Share Price Graph



March 2020 September 2020 March 2021

Share Information

Code: OPL

Listing: ASX

52 week	High	Low
	0.34	0.04

Sector: Online business & e-commerce

Website: opyl.ai

Company Synopsis:

Opyl (ASX:OPL) is a new generation company working at the intersection of artificial intelligence, social media and clinical trials.

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NTA has long recognised the value of social media in raising awareness about the value and process of clinical trials and has worked with TSS for two years.

This relationship has built capabilities and a global digital footprint enhancing the organisation's ability to undertake new clinical trials in Australia, build digital capabilities within the clinical trial team, and attract volunteers and physicians to participate in trials.

Social media a "business-critical tool"

NTA CEO Tina Soulis said, "Social media is fast becoming a business-critical tool in clinical research, in helping us communicate with the public, letting them know about trial opportunities and recruiting volunteers and physicians to participate in new treatments.

"We're excited to collaborate on this new and innovative approach to accessing real-world data, opening up a new world of compliant and ethically sourced data and insights for our researchers."

READ: ShareRoot to integrate secure login technology with its MediaConsent platform

The shared goal with the MediaConsent clinical collaboration is to demonstrate how ShareRoot's technology can protect patient data and privacy on social media whilst supporting the advancement of clinical research within a secure and compliant platform.

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