



## Advancing Medical Science: The Importance of Clinical Trials in Healthcare

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### Abstract

Some of the recent innovations and methodologies that are transforming the landscape of clinical trials is the integration of artificial intelligence (AI) and machine learning (ML) into the trial process. These technologies are enabling researchers to identify potential drug candidates more quickly and accurately, optimize trial design, and predict patient outcomes. Additionally, the use of real-world data (RWD) and digital health technologies is providing valuable insights into patient behavior and disease progression, which can be used to inform trial design and patient recruitment. The integration of these technologies is expected to significantly reduce the time and cost of drug development and improve the overall quality of clinical trials.

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