**Evolution landscape**
The case for increased transparency is overwhelming:
- Regulatory agencies, BMJ, Cochrane Collaboration and the Alltrials campaign
- Secrecy considered increasingly unacceptable in today's society

**Industry Concerns:**
- Protecting patient confidentiality
- Preserving regulatory integrity (protecting intellectual property)
- Maintaining incentives for investment in clinical research

**Industry Benefits:**
- Opportunities for pharma to rebuild reputation in media and society
- Avoid accusations of publication bias
- It's the right thing to do!

**Researcher Experience**
- Conduct meta-analyses & systematic reviews
- Request & access data
- Different request models: CSDR.com, YODA, Duke, individual pharma websites
- Obligations on both data providers & receivers

**Regulatory**
- Recent EMA policy announcement on publication of clinical reports (currently only documents). Future: EMA plans to make individual patient data available
- Other policies point to increased transparency (e.g. new Clinical Trial Regulation April 2014 ensures all new studies are publically registered and results published in publically accessible register)

**What does Data Transparency mean for Doctors and Patients?**
- Higher quality, well designed clinical trials bringing better medicines to patients more quickly
- More informed prescribing
- Research into disease mechanisms
- Increased longer term monitoring of safety and efficacy

**Considerations for Programmers**
- Receiving & approving requests
- Operational considerations (QC steps, standard macros and approaches, SAS data access systems)
- Resource requirements, skillsets needed
- A broadening role for the Programmer
- Share experiences at PhUSE (A Day in the Life of a “Data Sharing Specialist”)
- Cross-pharma collaborations

**Protecting Patient Confidentiality**
- De-identification / anonymisation requirements to consider
- Methodologies & process
- Data utility & risk assessment
- Industry standardisation (PhUSE, EFSPSI-PSI, TransCelerate)

**Looking to the future**
Programmers role in providing data and documentation likely to become increasingly important as pharmaceutical industry incorporates transparency activities into standard process of clinical trial reporting