



the annual
SHARING
 CONFERENCE™
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MGM National Harbor
 101 MGM National Ave.
 Oxon Hill, MD

TUE May 17, 2022 –
 THU May 19, 2022

**What's-A-Matta With Your Data?
 It's Your Single Source of Truth!**

Presented By:

Mark Jara
 RxS

Abhinav Lal
 BMS

DATA. For years it has been a huge topic at annual Sharing Conferences and in Sharing Alliance open forums.

Our two presenters are no strangers to the subject. Their highly anticipated workshop at this year's conference will round out the recent discussions and white papers on data governance and its framework and put it into business perspectives. Up till now, much technical focus has been on the importance of the "what and how" of data quality. This session will focus on the why.

So, why all this fuss about data quality? Our speakers will provide the business side dynamics on why pharma focuses on data quality. They'll take a look at organizational reasons and examples on why it is integral to the organization's success, whether during startup, uphill trajectory, or maturity. Finally, and perhaps more importantly, they'll examine Marketing, Sales, and Compliance aspects to illustrate that all verticals within the organization need to focus on data quality – "your single source of truth" - in order to be successful.

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