

How Beiersdorf Scaled Multiple Global RWE Studies with datacapt

70%

Reduction in data collection time

Thanks to real-time data entry via the eCRF and ePRO modules, teams have significantly reduced the delay between field collection and the availability of usable data.

40%

Reduction in total clinical trial conduct time

By centralizing clinical data, ePRO and images within a single platform, Datacapt enabled Beiersdorf to significantly accelerate the conduct of the study.

> 500 000

Images collected, centralized and usable

The Datacapt platform enabled the collection and management of more than 500,000 clinical images as part of a global RWE study, without slowing down the operational conduct of the study. Participants were able to submit their images directly via an intuitive mobile interface.



The Story of Beiersdorf: A Legacy of Innovation in Skincare

Beiersdorf is one of the most trusted names in skincare, known globally for its iconic brands like NIVEA, Eucerin, and La Prairie. With a rich history dating back to 1882, Beiersdorf has consistently pushed the boundaries of innovation in the health and wellness sector.

As part of their commitment to continuously improving their products, Beiersdorf aimed to elevate their clinical research capabilities to facilitate the execution of **larger, globally synchronized studies**. Beyond gathering valuable clinical data, these programs frequently involve the collection of massive volumes of images.

The Challenge: Managing Global Studies at Unprecedented Scale

Running studies of such magnitude involving over four thousand participants across +500 sites presented significant challenges. Beiersdorf needed a solution that could seamlessly handle massive volumes of data, ensuring consistency across all sites and geographies. Studies also required capturing both clinical data and **patient-reported outcomes (ePRO)**, along with **thousands of images** and questionnaires, all while staying compliant with **global regulatory standards**.

In addition, Beiersdorf sought a solution that was not only powerful but also **easy to use** and **intuitive** for all sides : the Beiersdorf team, staff and participants, ensuring seamless adoption and making the process simple for everyone involved.

Key challenges included:



Coordinating 500+ sites across multiple continents, each with its own languages and local regulations.



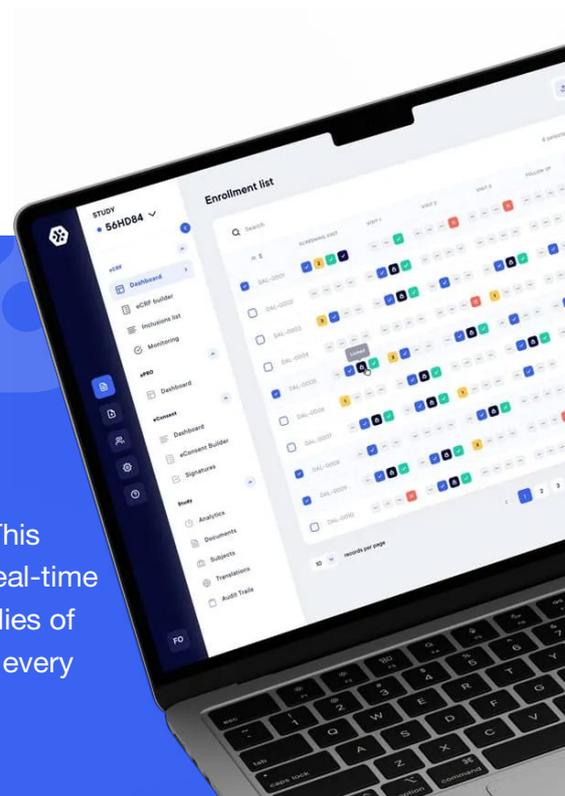
Managing a huge amount of data, handling hundreds of thousands of questionnaires and several terabytes of image files, ensuring everything remains reliable and easily accessible.



Ensuring compliance with regulatory frameworks like **GCP** and **GDPR**, especially in the handling of sensitive patient data.

The Solution: A Seamless, Scalable Platform for Modern RWE Studies

To tackle these challenges, Beiersdorf turned to **Datacapt**. This comprehensive eClinical platform was designed to provide real-time data collection, validation, and monitoring across global studies of this scale. The Datacapt platform helped Beiersdorf manage every aspect of their studies from **data entry** to **monitoring**.



Across these various studies, Datacapt supported:



eCRF (Electronic Case Report Form)

A streamlined way to collect clinical data in real time, ensuring high-quality, consistent data across all study sites.



ePRO (Electronic Patient-Reported Outcomes)

A user-friendly, mobile-first solution that enabled patients to effortlessly share their pictures, clinical assessments, and satisfaction surveys throughout the study duration, significantly boosting participant engagement.



Real-Time Monitoring

Real-Time Monitoring: Instant access to data from all sites allowed for quick identification and resolution of issues, reducing delays and ensuring study timelines were met.

DATACAPT played a crucial role not only by providing the platform but also through extensive training and support throughout the studies. The team worked closely with Beiersdorf to ensure that the studies were designed efficiently, helping to optimize the eCRF and ePRO design for smooth data collection. Regular training sessions and ongoing support ensured that the teams across all sites were fully equipped to use the platform, keeping the studies on track and ensuring that timelines were met.

A Concrete Example of Scale

A Concrete Example of Scale Among Beiersdorf's global RWE programs, one study alone enrolled over **3,500 participants across 250 dermatology sites worldwide** .

Over the course of the study, participants submitted thousands of images, representing approximately **56 days** of data collection and multiple surveys per participant. In total, this involved over **200,000** questionnaires, **500,000** images and **4TB** of image files.

This large-scale image collection played a critical role in supporting **AI-driven analysis initiatives**, enabling deeper insights into product **performance** and efficacy while maintaining high data quality and regulatory compliance standards. This study serves as a concrete illustration of the operational scale at which Beiersdorf now conducts its broader global RWE portfolio.

The impact: Transforming the Way Clinical Research Is Done

By leveraging the Datacapt platform, Beiersdorf was able to:



Accelerate Data Collection

With real-time data streaming from sites worldwide, the team could quickly analyze and make data-driven decisions, significantly speeding up the study process.



Ensure Data Integrity and Compliance

The platform's automated data validation ensured that all clinical and survey data from both sites and participants remained accurate and reliable. Beiersdorf was also able to **maintain compliance with GDPR and GCP fully**, guaranteeing data security and participant privacy throughout the entire study lifecycle.



Optimize Large- Scale Image Management :

Across multiple programs, hundreds of thousands of images were securely collected, centralized, and made usable for advanced analysis initiatives. The platform enabled high-volume image capture without compromising operational timelines or participant experience.



Testimonial

With Datacapt, we are able to approach our studies in an entirely new way. The platform unlocks opportunities we simply did not have before.

Tanja Bussmann
Senior Medical Manager Beyond Skin - Beiersdorf



Looking Ahead: Beiersdorf's Continued Commitment to Innovation

Beiersdorf's global RWE studies are not just a triumph of technology, it was a step forward in how clinical research can be done at scale, with greater efficiency, data quality, and patient engagement. The company uses insights from its studies to refine its products, ensuring they meet the highest standards of safety and effectiveness for consumers worldwide.

These large scale studies are a perfect example of how **Beiersdorf** is committed to using **real-world data** to drive better clinical outcomes and build even stronger, more effective skincare solutions for its customers. With the insights gained from these global RWE studies, Beiersdorf is well-positioned to continue advancing skincare research and drive innovation for years to come.



Want to know more?
Visit our [website](#) or [contact us](#).

I book a meeting

