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NEWSLETTER · IN CONVERSATION WITH ARTEM ADRIANOV

The mathematics of trial risk

Artem Adrianov — mathematician, RBQM pioneer and CEO of Cyntegrity — on modelling risk instead of chasing it, and training a generation to make trials safer and smarter.

Artem Adrianov brings a mathematician's rigour to a problem the industry often meets with instinct. A PhD in mathematical modelling and an executive MBA sit behind Cyntegrity, the company he founded in 2013 to optimise trial oversight, cut monitoring costs and lift data quality — and behind the Definitive Guide to RBQM he co-authored and the RBQM Academy that has now trained well over 1,500 professionals from 400-plus organisations.



Model the risk before it becomes a problem, not after.

— Artem Adrianov, on Pharma Prescribed

Risk as something you can measure

Where risk-based quality management can sound abstract, Artem treats it as literal mathematics: model where a trial is most likely to go wrong, focus oversight there, and stop spreading monitoring effort evenly across places

that don't need it. Done well, it makes trials both cheaper to run and safer for patients — the rare combination that isn't a trade-off.

Teaching the standard

The Academy is the tell. Rather than keep the method proprietary, he's spent years educating the field — over 1,500 people across hundreds of organisations — because a standard only works if the whole industry can implement it. Co-authoring the definitive guide is of a piece with that: setting the shared vocabulary, not just selling a platform.

Clarity as the goal

Ask what he actually enjoys and it comes back to clarity of mind — in his own work and in the trials he touches. That's really what RBQM is for: replacing anxious, everything-everywhere vigilance with a clear picture of what matters, so the people running a study can think straight about what to watch.



Listen to the full episode

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Artem Adrianov is the co-founder and CEO of Cyntegrity, an RBQM pioneer and co-author of the Definitive Guide to RBQM.