

Clinical Development Technical Strategy

THE SITUATION

The clinical development unit of a global pharmaceutical company was challenged by its complicated technology landscape comprised of commercial-off-the-shelf transactional systems from multiple vendors, an aging clinical data management and biometrics toolset and platform, and multiple disparate approaches to data integration. Data was at the heart of the organization, yet it was not readily available to drive:

- Real-time learning and decision making
- End-to-end digital engagement with patients and investigators
- Radical operational efficiency through data-driven process automation

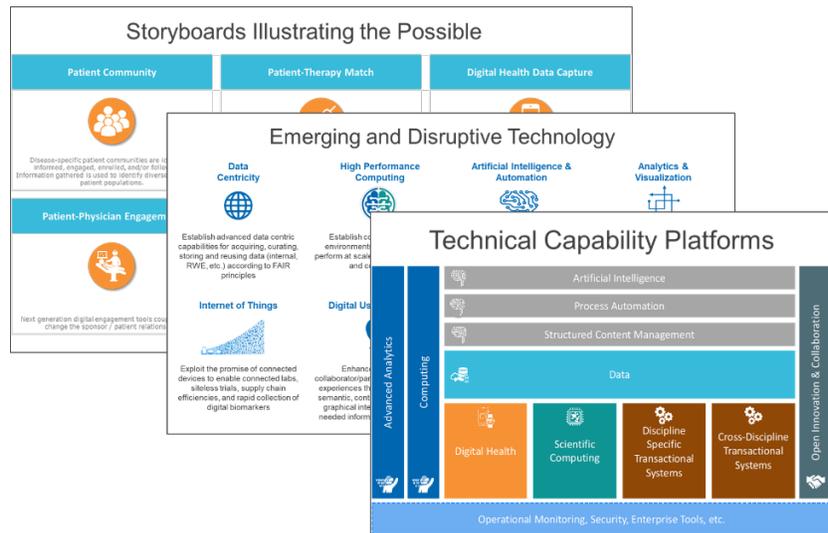
Further, the technical capabilities needed to enable these drivers were not deployed at enterprise scale in ways that emphasized reusability. Too many deployments were done with little regard to how the capability would be scaled up for broad use, resulting in rework and a proliferation of pilots.

THE SOLUTION

ResultWorks partnered with the client's business and technology teams to develop a forward-looking technical strategy and accompanying multi-year roadmap. The strategy encompassed the combined needs of Clinical Operations, Medical Affairs, Clinical Data Management, Biometrics, and Clinical Innovation. The strategy designed by ResultWorks incorporates:

- **Storyboarding Illustrating the Possible** – Working across business functions, creation of storyboards to capture key challenges and desired focus areas.
- **Emerging & Disruptive Technologies** — Digital transformation strategy enables readiness to adopt emerging and disruptive technologies.

- Technical Capability Platforms** —Synthesis of the storyboard analysis informed by emerging technologies capture enterprise capabilities to enable real-time learning and decision making, process automation, data flow & digital engagement.



The strategy ensures that the teams developing and implementing technology solutions across this large organization do so in alignment with each other and with the big picture in mind.

KEY BENEFITS

Shared Understanding and Alignment: Through the collaborative process that is inherent in our ResultMethodology, we helped the client’s cross-functional team (approximately 40 participants) build a shared understanding of the current state, strategic drivers for change, the strategy, and the roadmap. The alignment attained during the engagement ensures that the teams and the solutions they create operate harmoniously in accordance with agreed goals.

Actionable Strategy Roadmap: Strategies can only be achieved if they are supported by an actionable roadmap. The roadmap that ResultWorks developed for this client clearly outlined the projects that need to be undertaken to achieve the end state. Projects were structured to reflect business priorities and balance short-term, urgent needs with long-term, strategic advancement. Near-term projects were described in enough detail to provide skeletal charters for launch. The projects were organized into logical workstreams for optimal oversight and resource deployment.

“You did a great job taking an enormous number of trends, goals, projections, etc. and turning it into an understandable holistic framework.” – Director Clinical IT

For more information, visit our website at www.resultworksllc.com.