

## Case Study:

# Clinical Development Technology Strategy and Roadmap

### OVERVIEW:

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Clinical Development is challenged to continually improve operations to ensure efficiency, effectiveness, and compliance. At the same time, systems can be extremely complex requiring a deep understanding of how the organization can optimize their unique situation relative to people, processes, and technology, while at the same time continuing to produce results.



This can be challenging and require assistance from external experts who can bring their experience helping other organizations succeed with similar projects. This case study reveals how ResultWorks assisted a pharmaceutical company by leveraging a proven strategy and a tailored technology roadmap to achieve successful results.

### BUSINESS CHALLENGE

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The Clinical Development unit of a global pharmaceutical company faced challenges because of a complicated technology landscape, comprised of commercial-off-the-shelf transactional systems obtained from multiple vendors, an aging clinical data management and biometrics toolset and platform, and multiple disparate approaches to data integration. Critical data at the heart of the organization was not readily available to drive:

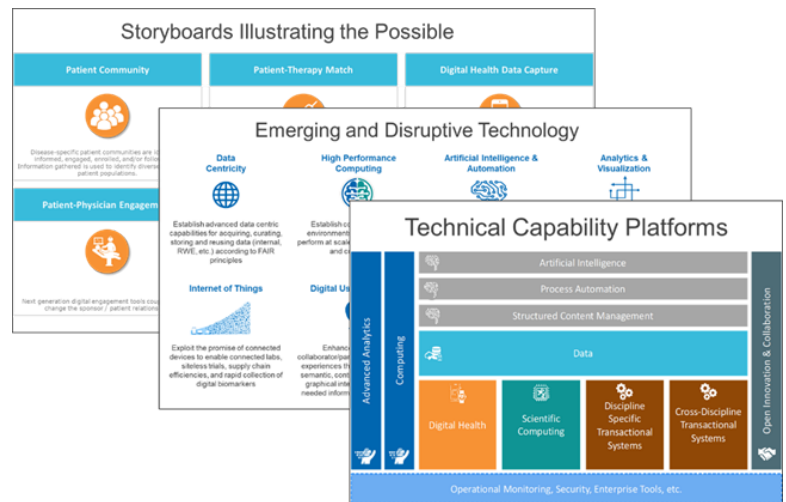
- Real-time learning and decision making
- End-to-end digital engagement with patients and investigators
- Radical operational efficiency through data-driven process automation

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 for how the capability would be scaled-up for broad use, resulting in time-consuming rework and proliferation of pilots.

## HOW RESULTWORKS ENABLED SUCCESS

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 Illustrations of the Possible** - Working across business functions, the team created storyboards that captured key challenges and desired focus areas.
- **Emerging & Disruptive Technologies** - The team designed a comprehensive digital transformation strategy to enable readiness for adoption of emerging and disruptive technologies.
- **Technical Capability Platforms** - Synthesis of the storyboard analysis, informed by emerging technologies, captured enterprise capabilities to enable real-time learning and decision making, process automation, data flow & digital engagement.



This strategy ensures that the teams developing and implementing technology solutions across this large organization are aligned and operating with the big picture in mind.

## THE RESULTWORKS IMPACT - KEY BENEFITS

The client realized these key benefits from the engagement:

**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 in harmony and in accordance with agreed goals.

**Actionable Strategic 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 needed to be undertaken to achieve the desired 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 resulting holistic framework meant that projects were readily understood and better organized into logical workstreams that provided 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](http://www.resultworksllc.com).