

Case Study:

Global Pharma Conducts Rigorous System Selection of Patient Safety Platform

OVERVIEW:

The pharmaceutical industry continues to develop a variety of new drugs that provide valuable medical benefits, and this continues to grow. To ensure safety, organizations need to ensure they have the right systems in place.

There are many choices for systems in the marketplace today. Pharma organizations understand this and the importance of choosing the right tool to meet their specific business needs in this area.



This case study discusses how Astrix assisted one global pharma organization by providing the following:

- A capabilities analysis to determine their current and future state needs relative to the business, data, and technology.
- A requirements definition document to address both business and technology needs to inform solution selection.
- RFP development including critical background information, procurement details, and instructions on structuring responses.
- Development and execution of on-site vendor demonstrations including use cases, demonstration scripts, scoring, and various other related activities to facilitate decision-making on the best solution for the client.

BUSINESS CHALLENGE

A large global pharmaceutical company needed to determine their requirements for an integrated, end-to-end Patient Safety platform that would better enable their business capabilities and proactively manage increasingly complex data, a fast-growing portfolio, and evolving regulatory guidance.

Astrix's Strategic Consulting Services team was brought in by this pharma company to perform an assessment of the business and to determine the optimal solution in the pharmacovigilance space.

HOW ASTRIX ENABLED SUCCESS

Astrix leveraged a proven methodology to assist this pharma organization. The first step was to review the business and perform a Capability Analysis. Existing patient safety capabilities were assessed followed by a definition of business, data and technology capabilities needed for the organization's future state. Capabilities were then prioritized by the core project team to ensure alignment across the organization.

Next the organization's patient safety requirements were defined. The requirements were structured to address the agreed business and technical capabilities. The requirements were documented at a level of detail suitable for a robust solution selection process. They were formatted in a spreadsheet along with high level process maps to accommodate vendor understanding of the needs while allowing them a consistent way to respond.

The requirements were incorporated in a formal RFP. The RFP included critical background information, procurement details, and instructions on structuring responses as the first step towards solution selection. The RFP was issued to multiple vendors and Astrix analyzed the vendor responses according to agreed evaluation criteria. The evaluation criteria were grouped as follows:

- Quantitative analysis - requirements met, partially met, or not met.
- Qualitative analysis - which included pricing, partnership, speed to delivery, vendor experience, etc.

Based on the RFP response analysis, a subset of vendors were invited to conduct demonstrations. Based on key capabilities and use cases, demonstration scripts were drafted by Astrix and provided to each vendor for preparation. Vendors were asked to prepare and participate in a full-day, on-site demonstration to showcase their abilities to meet the patient safety needs of the client.

During presentations, as vendors demonstrated the scripts, client participants were asked to score the demonstration against the scripts (meets, does not meet, partially meets). Demonstration ratings were compiled along with key issues, questions and comments captured by participants.

Demonstration results and comparisons were collated and reviewed with the client team in a workshop setting. The outcome of the workshop was a set of recommendations. Those recommendations were presented to the Steering Committee for decision-making.

THE ASTRIX IMPACT - KEY BENEFITS

Desiring an end-to-end platform, the client included the following key areas across Patient Safety in their scope:

- Case Intake
- Case Processing
- Surveillance and Signal Management
- Reporting
- System Administration and Management

While vendor solutions offered comparable functionality overall, their ability to meet the client's specific workflow and data management needs varied greatly. That said, two vendor solutions emerged as viable options and the client opted to move those two "finalist" vendors to Proof of Concept (PoC) so that systems capabilities could be further assessed against the client's own processes and data.

Conducting Astrix's solution definition and selection methodology to address the client's patient safety needs enabled:

- The client to capture and align on the business and technical capabilities needed to support their strategic plans.
- A more comprehensive definition of their patient safety requirements.
- A rigorous RFP process to ensure that be evaluated on meeting or exceeding the client's needs.
- A well-defined, scripted demonstration process to determine which vendors could best support the client specific workflows and data management needs that would ultimately lead to a more successful solution implementation.

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