

PP10 PHUSE CRO Summit Summary from 2019 US Connect 2020

Utilizing a unique blend of problem-solving methodologies to address the most critical issues facing CROs

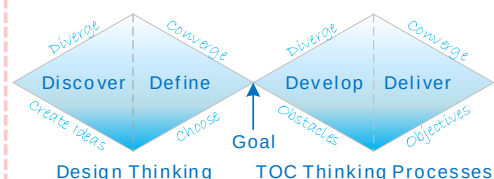
Abstract

The **PhUSE CRO Summit** was formed to identify the most critical issues facing CROs today and to determine how CROs can collaborate with PhUSE to address these issues. Leaders from top CROs gathered in focused discussion that started with Design (divergent) Thinking and then included the Theory of Constraints - Logical Thinking Processes to converge on a defined goal; identify critical success factors toward the goal; determine the necessary conditions for each factor; and finally set the intermediate objectives and actions leading to resolution of the goal. Using these methodologies, executive representatives across the CRO industry decided on solving the goal of "Improving the profile and attractiveness of a CRO career by fostering a positive culture that people want to join".

Methods

Design Thinking "HMW"

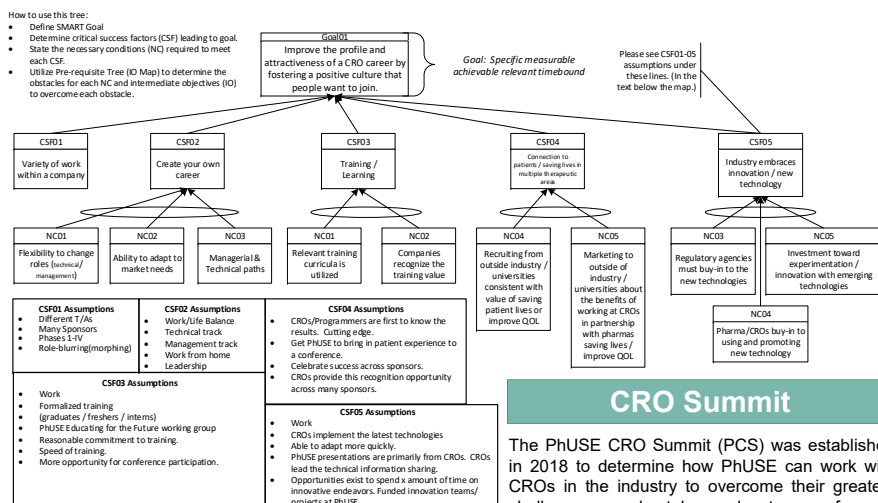
In Frankfurt, we learned, there are five steps in the design thinking process: empathize, define, ideate, prototype and test. Ian Fleming and James McDermott demonstrated the "double-diamond" method for definition where the first diamond defines the problem and the second defines the solution.



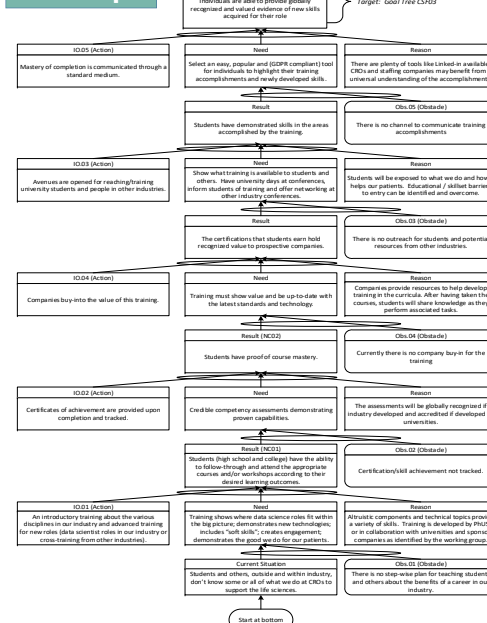
In Baltimore, we discussed these "sticky" themes which had been refined to the point where the first diamond was closed, as if being in a funnel, resulting in widely dispersed ideas being narrowed down to the definition of a precise problem statement as a closing point. This was the goal definition that was carried forward to the Logical Thinking Processes.



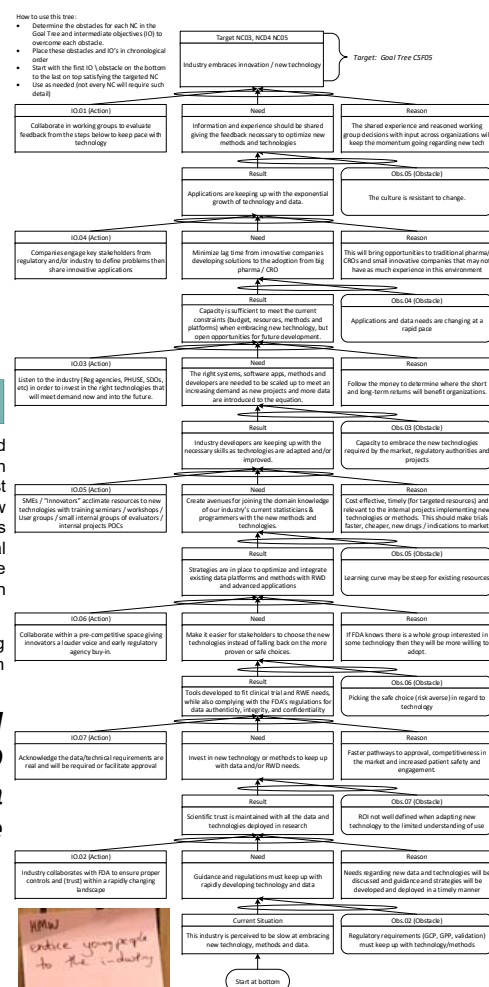
Logical Thinking Processes Goals, Success Factors, Conditions



IO Map



Intermediate Objective (IO) Map



CRO Summit

The PHUSE CRO Summit (PCS) was established in 2018 to determine how PhUSE can work with CROs in the industry to overcome their greatest challenges and take advantage of new opportunities. The PCS brought together leaders of premier CROs that provide biopharmaceutical services. The meeting was held under the Chatham House Rule, designed to facilitate open discussion of controversial topics.

Using open discussion and design thinking methodology, the group derived a concise problem statement, or goal:

"Improve the profile and attractiveness of a CRO career by fostering a positive culture that people want to join."

We then determined five critical success factors (CSF) to meeting our goal. Next, for each CSF, we outlined the necessary conditions (NC), the obstacles (Obs), and intermediate objectives (IO), which are the actions needed to overcome each obstacle and create the NCs.

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