

PHUSE EU Connect –

Event Date: Nov, Strasbourg, France

PRE_TT07: Enterprise Transformation – the path to business ROI

Over the last 30 years (at least) the clinical trial space has seen a deluge of innovation resulting in a revolving-door of next generation ‘buzz’ concepts to transform the biometrics workflow. Despite this highly powered IQ, deep desire and commitment, it still typically takes 8 weeks to build a database, 4-8 weeks to achieve DBL and 4-8 weeks to get final TFLs. Worse, over the last 10 years, timelines have increased and while the data acquired has increased 3-fold, NCE breakthrough is still stagnant at a circa 90% failure rate. To make matters even more unpalatable, we are doing all of this with the same, or worse, more FTE burn. This narrative is exhausting and goes a significant way to explain the skepticism and change fatigue experienced by many of us. The problem itself is not complex; We need to do more, with less, faster. Unfortunately, we find ourselves drawn to complex and ‘next generation’ solutions, but never really impact the core problem statement. It is critically important that we become ruthlessly obsessed with the core problem. If solutions do not, for example, **significantly impact** the core ROI drivers of efficiency or critical path speed, they need to be swiftly rejected, regardless of how technically advanced, elegant or innovative they are. ‘Transformations’ must be routinely scrutinized against these defined criteria, they must be appropriately scoped, include all elements of change (technology on its own for example is rarely enough), be objective and be measured routinely against these success criteria.

This presentation will explore common problems encountered in business transformation, de-construct the ROI problem statement, governance needed around it and identify some golden-rules we can all apply.

Learning objectives:

- Identification and realization of the BUSINESS problem statement.
- Focus on best practices and common pitfalls
- Showcase how persona and organizational maturity impact ROI Scoping

Bio:

In over 25 years in the industry, Jason has provided strategic leadership across a broad range of biometrics data and technology-centric functions across the life-sciences spectrum including: Large and mid-size Pharmaceuticals, Technology Vendors and CRO’s. Specifically, over this time Jason has led a diversity of

functions such as: Database Programming, Data Management, Enterprise/Master Data Management, Data Standards, Technology/Infrastructure, Automation and System Ownership.

Externally, Jason has served on multiple industry groups including CDISC where he was awarded the CDISC Super Performance Award while serving on the CDISC European Coordinating Committee (E3C) and Co-led CDISCs English Speaking User Network. Jason has also spoken at multiple industry events including DIA, PHUSE, ACDM and SCDM.

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