

Leading Teams Through Clinical Data Transformation with Storytelling

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PM07





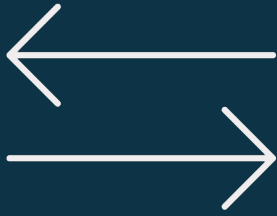
Introduction

Storytelling is universal

- Making sense of the world
- Communication and connection
- Emotional engagement
- Cultural transmission
- Memory retention



Why do stories matter for clinical data leaders?



Transformation at
scale



Multiple challenges
and opportunities



Strong leadership is
needed



A Turning Point



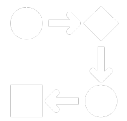
A person in a red jacket and orange helmet is rappelling down a steep, textured rock face. They are holding a yellow rope and looking towards the camera. The background shows a vast, blue mountain range under a clear sky. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

Understand the 'Why'

Recognize the past



What successes have we had?



What do we want to retain?



How do we balance innovation and tradition?

Set out
a path
forward



Realize the vision

Theme

- Clear outcomes and measurable
- Share and over share successes

Conflict

- Focus on change management
- Balance innovation vs tradition

Plot

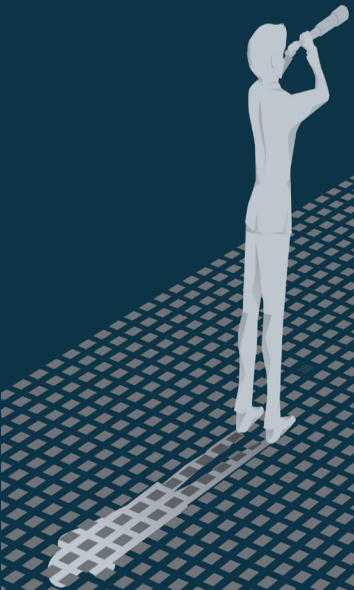
- Learn from mistakes and pivot quickly
- Focus on quick WINS

Setting

- Current state is understood
- Future state is clear

Characters

- Have the right roles with skills
- Ensure other Leaders are aligned and support



Repeat Yourself!

- Multiple formats
- Empower the team
- Actively listen
- Use case studies, personal stories, vision stories



The Rewards

Accelerating delivery:

Leaner, fit for purpose processes enable faster and more efficient delivery

- Cycle time reduction
- Increased employee engagement and staff retention

Achieving high-quality:

Applying AI and risk-informed approaches helps boost data quality

- Higher quality
- Cost reduction
- Seamless data flows, continuous risk mitigation

Addressing complexity:

Modern, complex trials need modern processes reflecting the evolution towards clinical data science

- Faster time to insights
- Accelerated by automation and AI
- Future-ready

Highlighted Outcomes



Decrease initial
EDC go-live and
database migration
timelines by **40%**



Decrease attrition
by **5%** and improve
knowledge
retention



LPLV to Database
lock – up to **60%**
faster than
industry-average



Database lock to
full draft TLFs – up
to **50%** faster than
industry average



AI-enhanced data
review reduces the
number of records
requiring review by
87%.

Q&A



Get in Touch

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