

A Process-Centred Approach in Clinical Data Innovations

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About Us



Laura Dijkhoff is a BI Consultant at PW Consulting since 2022 and has been working for Danone Research since 2023. She specialises in iCDM, an interactive solution supporting study teams with risk-based centralised data monitoring.



Daan Bloem has been a consultant at PW Consulting since 2017, primarily working with SAS Viya. He is an expert in SAS Studio and agile working. Daan has worked mostly in health and life sciences and is a project coordinator at Danone R&I since 2024



PW Consulting is specialized in Business Analytics, spanning data science, architecture, and solution development. With over 35 years of proven success, we deliver high-impact analytics solutions across a wide range of industries, including Health and Life Sciences

PW Consulting & Danone

2017

Science Data Strategy (SDS)

Define a new digital strategy for R&I together with Danone

2018

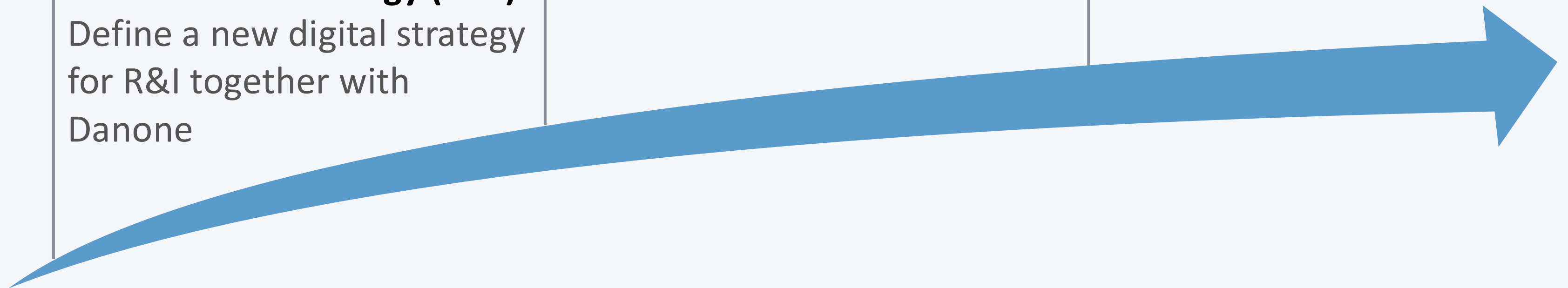
Data visualization and virtualization initiative (V&V)

Implementation started during first stage of SDS

2020

V&V: from initiative to mature platform

Business intelligence platform uniting analytical solutions with standardized processes and ways of working



Overview

1. Setting the Scene

- Structured Engagement Process
- ICDM: an Exemplary Case

2. Deep Dive into Structured Engagement Process

- Breaking Down the Five Stages

3. Sustaining Impact

4. Key Takeaways

Setting the Scene

Process-Centred Approach

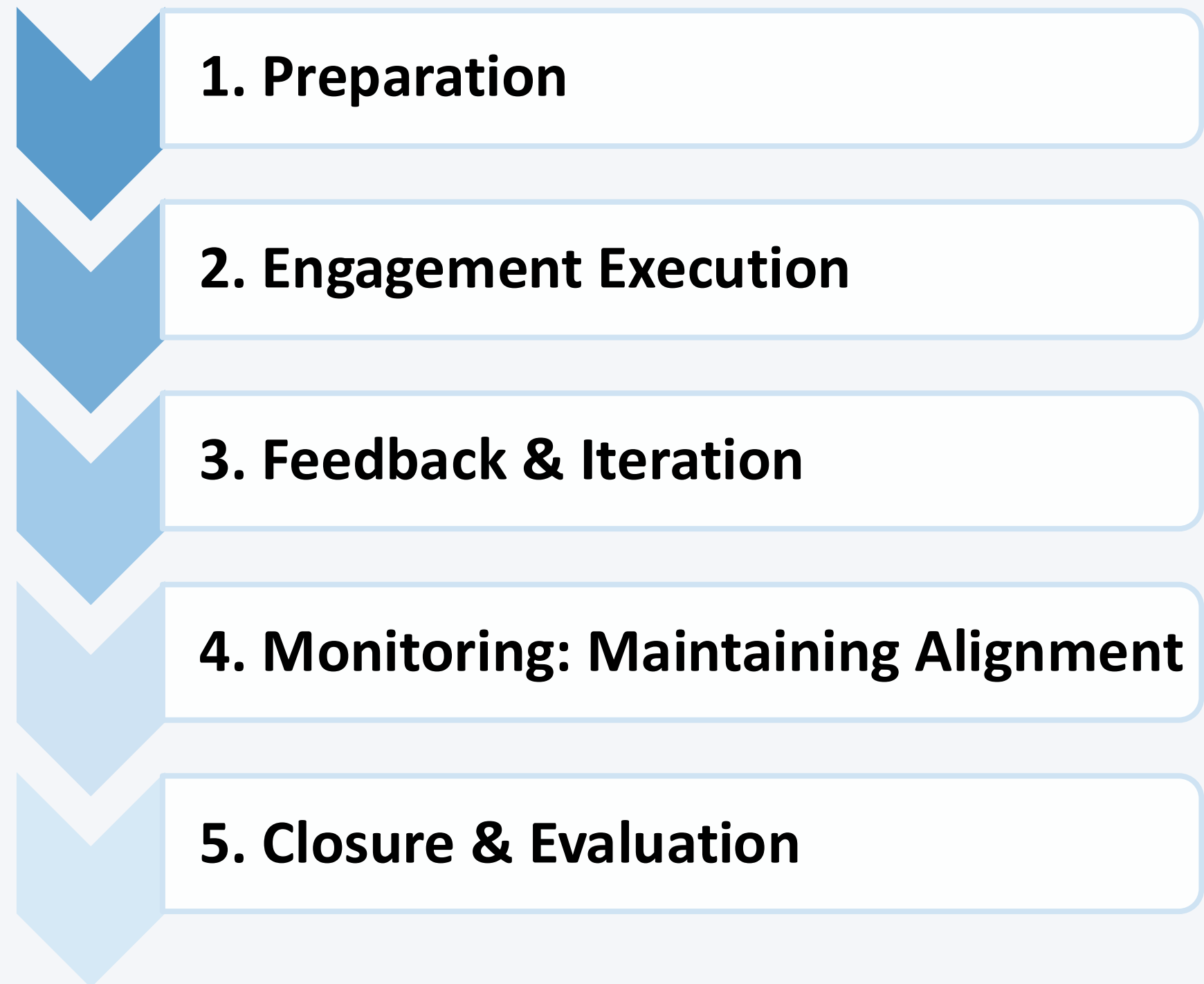
- Views collaboration as a process
- Processes are ***at least*** as important as the technologies being used

At Danone R&I

- We developed a **structured engagement process** that guides how we work with stakeholders from start to finish.
- This multi-step, collaborative approach ensures that our solutions integrate naturally and address real data management needs.

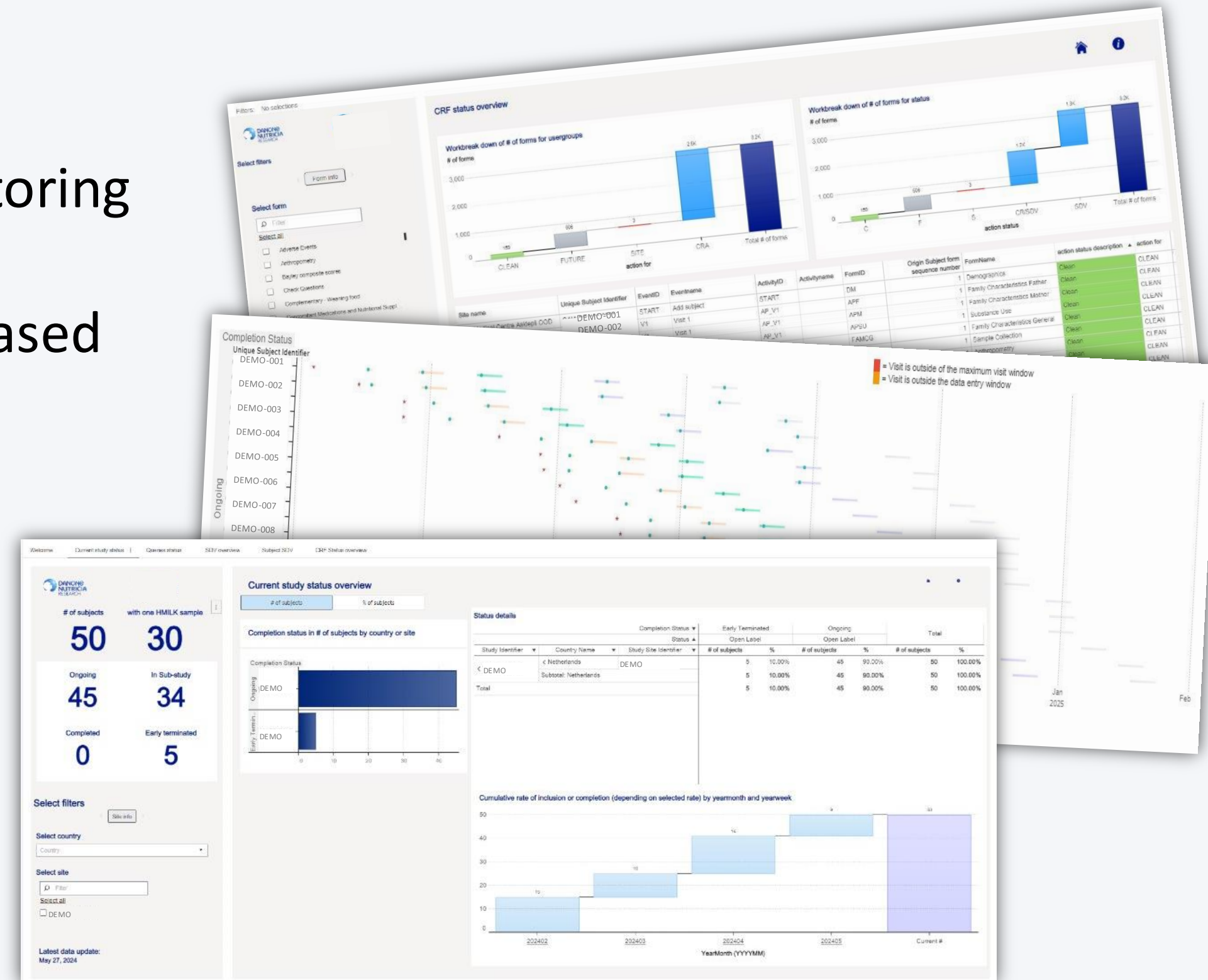
Structured Engagement Process

- Systematic approach to interact with stakeholders in a consistent, transparent, and goal-oriented way.
- Ensures clarity, alignment, and useable outcomes throughout the interaction lifecycle.

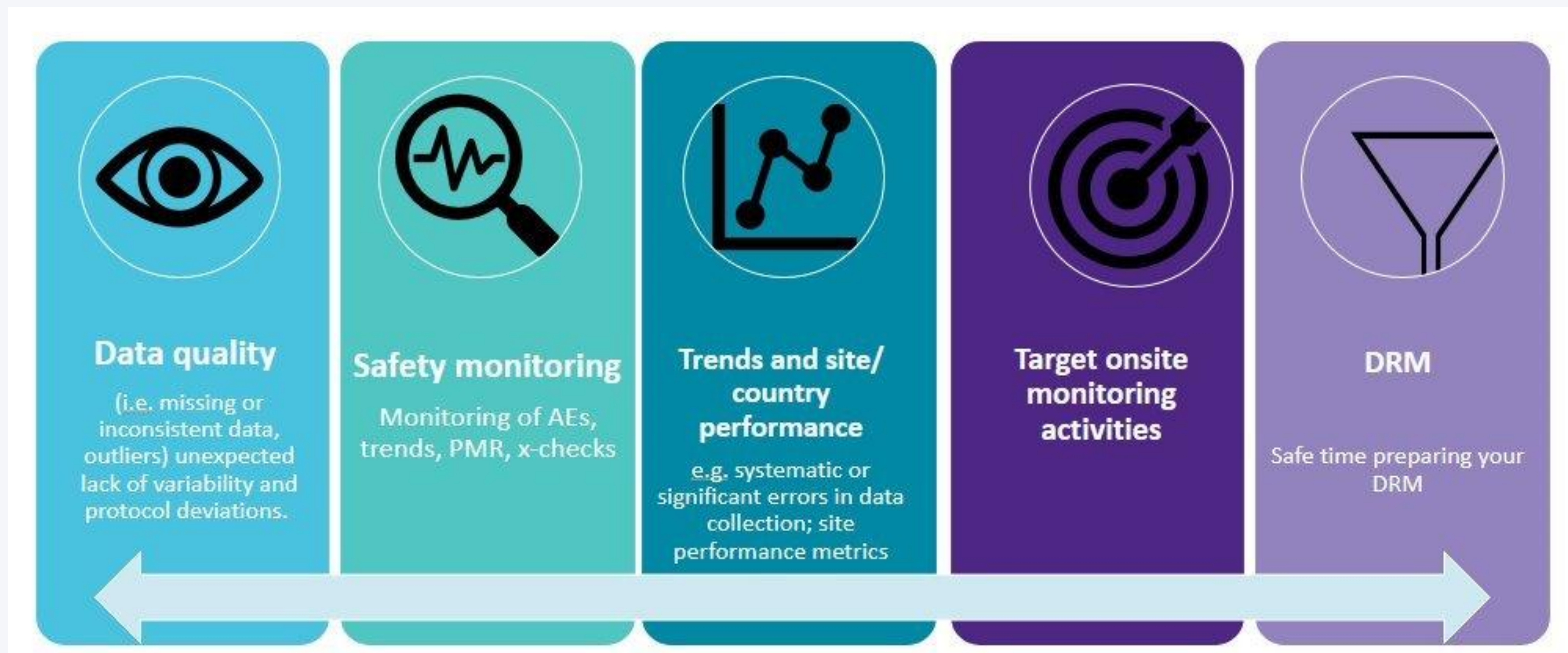


A Success Story: iCDM

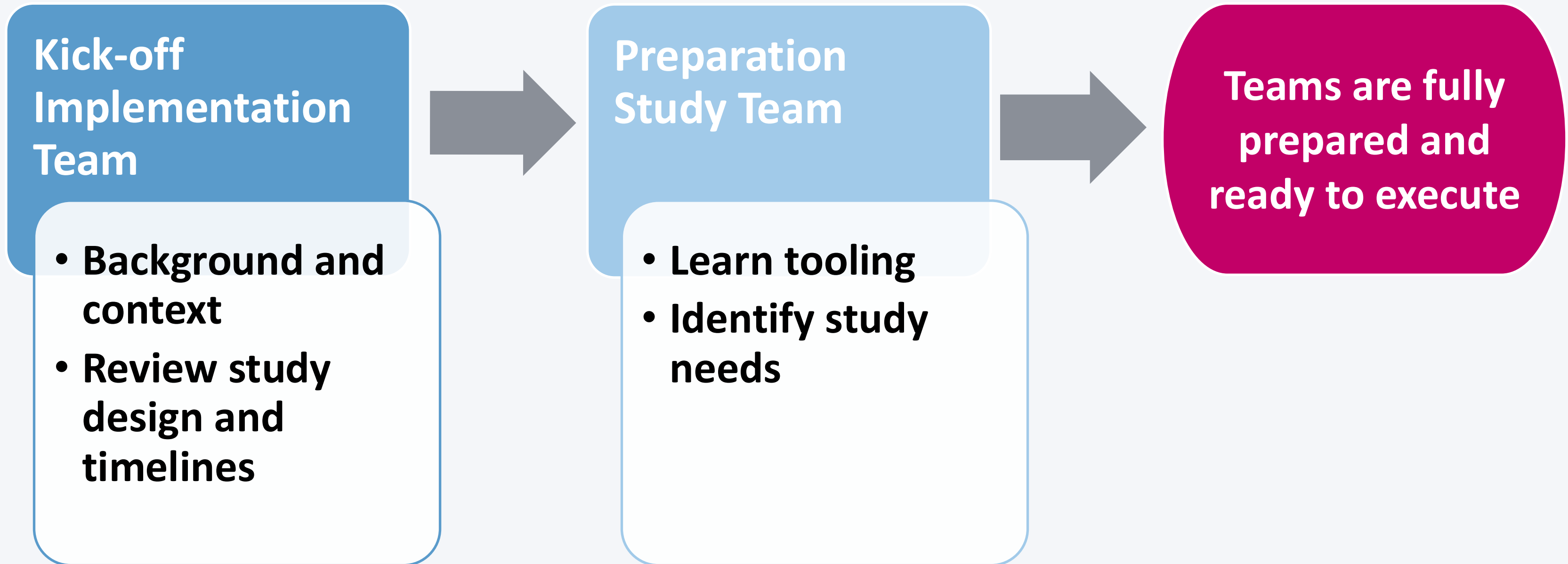
- interactive Centralized Data Monitoring
- Key areas for data review & risk-based monitoring
 - Operations
 - Compliance
 - Safety



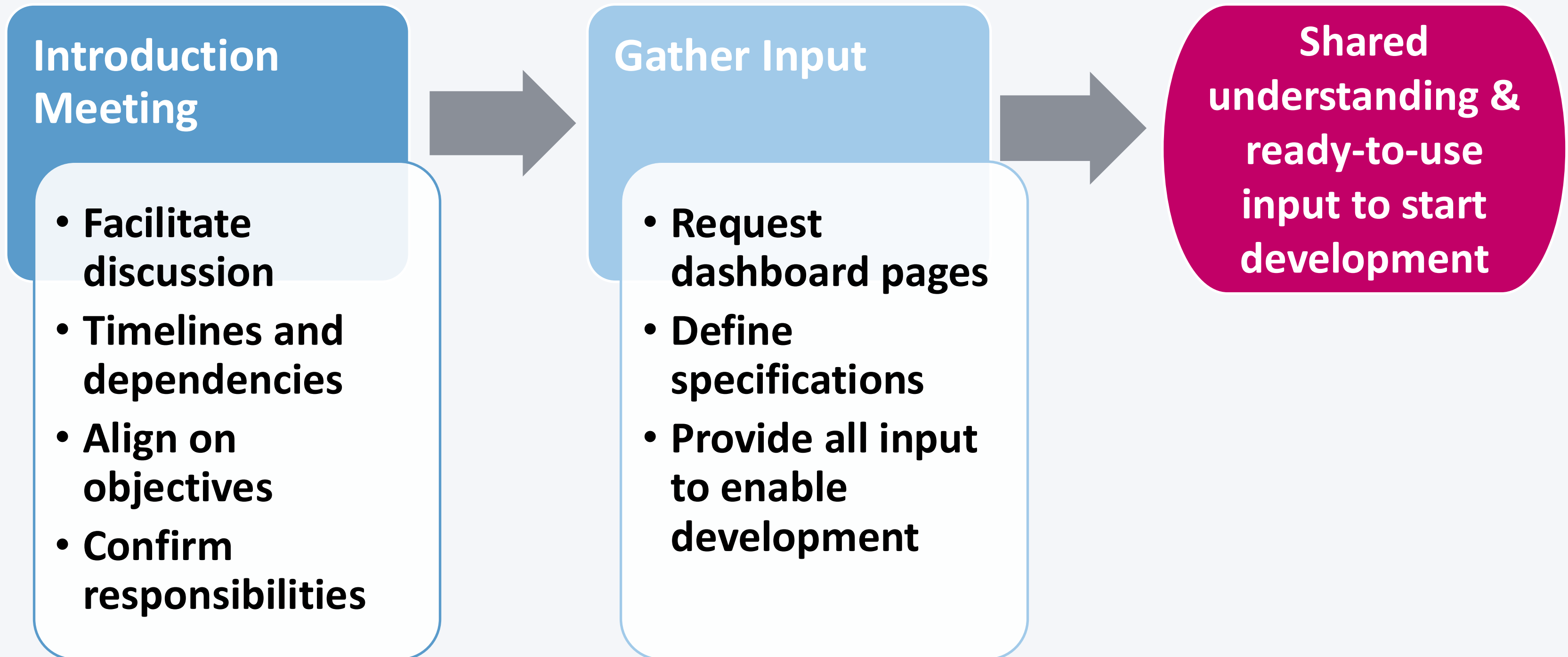
Valuable Insights



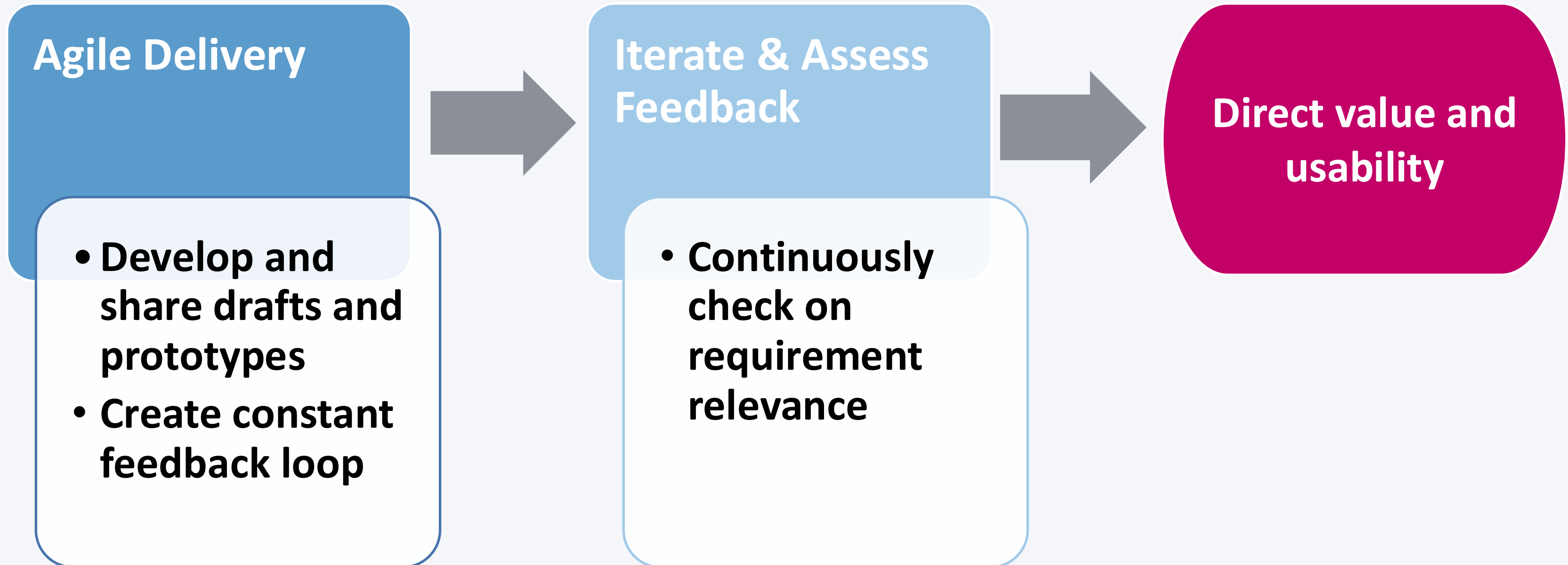
1. Preparation



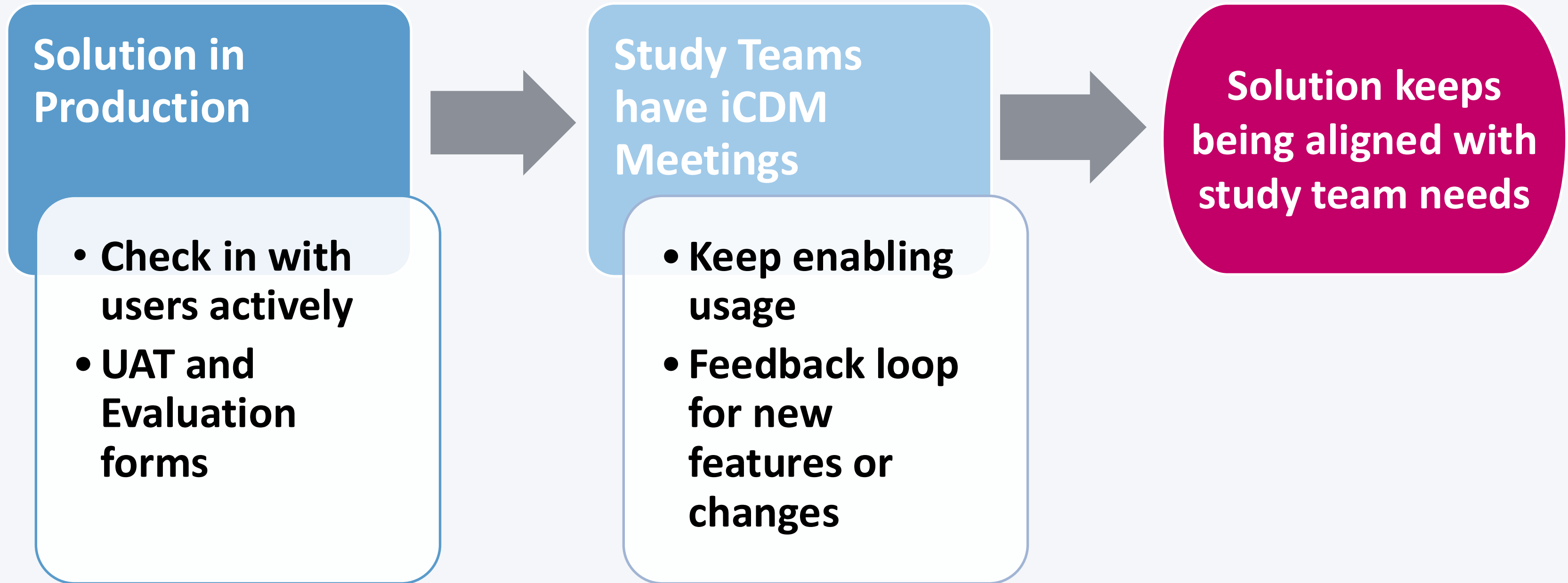
2. Engagement Execution



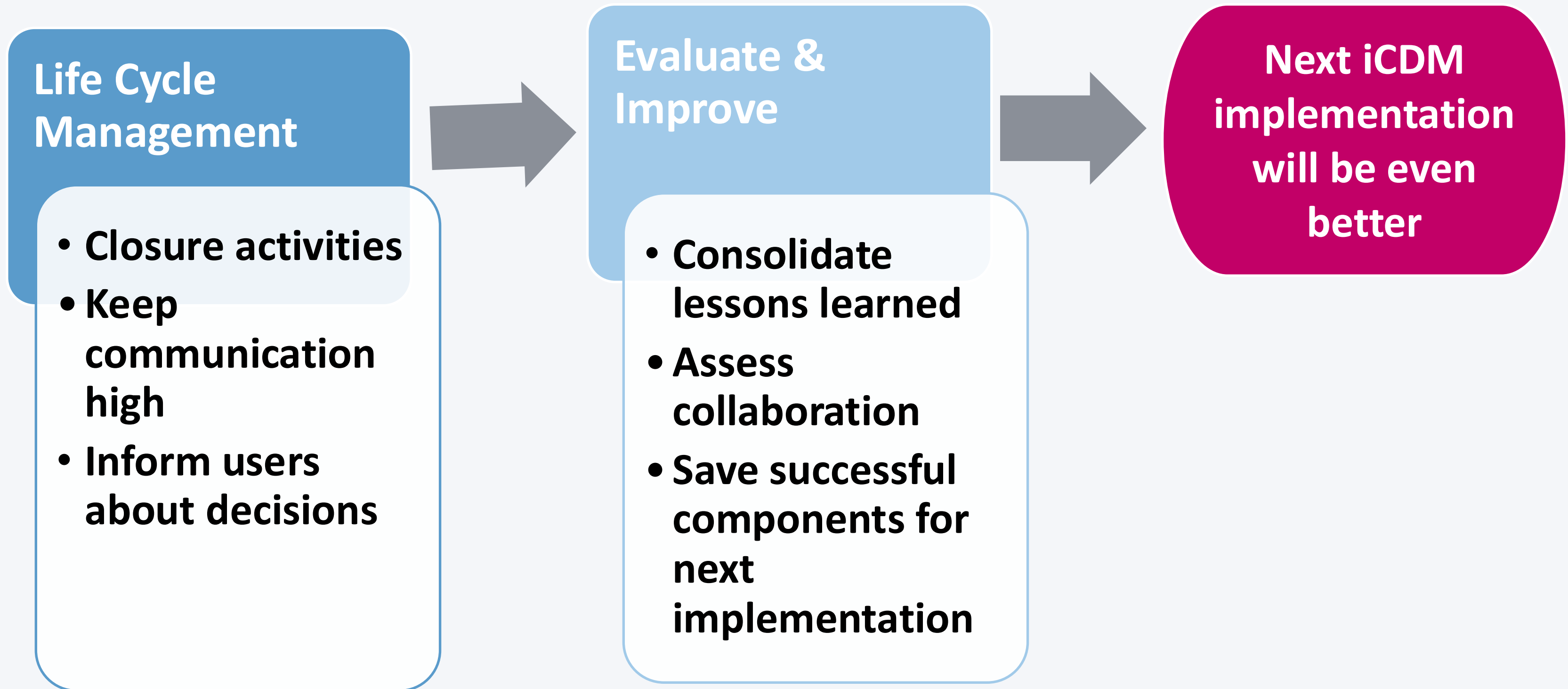
3. Feedback & Iteration



4. Monitoring: Maintaining Alignment



5. Closure & Evaluation



Make It Last

Structured Engagement Process

- Shifts stakeholders from consumers to collaborators
- Ensures technical solutions are relevant and adopted
- Creates consistency in collaboration across teams

Process-Centred Mindset

- Enables reuse across solutions, tools, and use cases
- Supports stronger embedding in the organization

Lasting impact requires thinking beyond individual solutions

Key Takeaways



Developing a formalized engagement process was key to turning solutions into success



Technical solutions create insights—but people turn them into action



A well-designed process builds trust and enables adoption, making solutions sustainable

Questions?

Thank you!

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