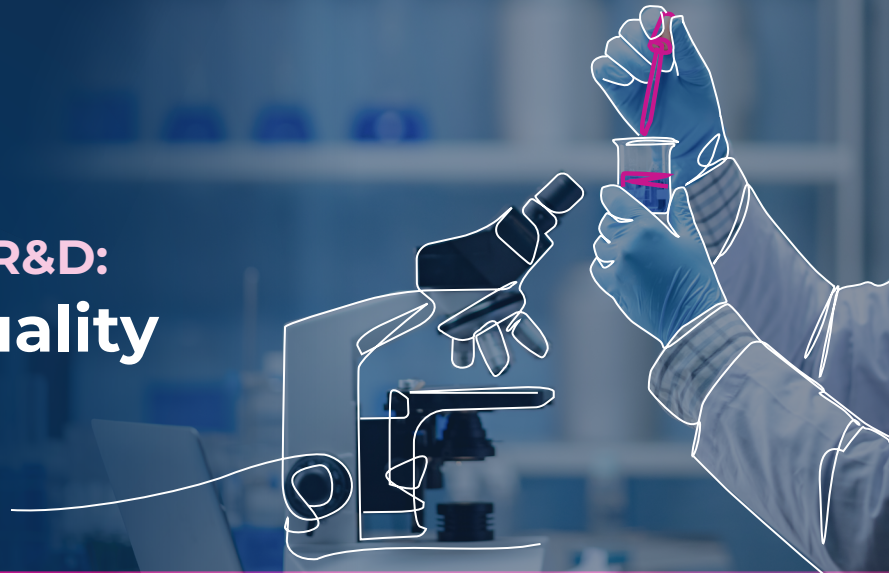


Navigating the Future of R&D: Enhancing Data Quality to Drive Effective Decision Making



In the evolving world of biopharmaceutical R&D, quality data is the secret sauce that makes strategic and operational decisions excel. It's also the key challenge cited by pharma and medtech leaders that's surpassed strategic alignment and executive leadership, per [McKinsey](#).

Strategic alignment, powered by robust data management is key to success and represents an untapped potential in rethinking data quality. Data is pivotal for pharmaceutical companies to confront challenges and harness digital innovations for enhanced patient outcomes and business growth.

LET'S EXPLORE HOW SOLVING THE DATA PUZZLE CAN MAKE A WORLD OF DIFFERENCE.

- 1 Strategic Vision Means Setting the Course
- 2 Portfolio Management: Balancing the Portfolio
- 3 Asset Strategy Requires a Detail-Oriented Approach
- 4 Portfolio Operations fuel the Execution Engine
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1 STRATEGIC VISION MEANS SETTING THE COURSE

In biopharmaceutical R&D, strategy should serve as the guiding star for long-term objectives and vision. It's about crafting a vision that's ambitious and grounded in the realities of the market. The strategic planning horizon often stretches over 5-10 years, necessitating a dynamic approach that adapts to market shifts while staying true to core objectives.

Aligning data with enterprise strategy involves integrating market trends, competitive analysis, and long-term industry forecasts into your strategic planning. This ensures the company vision remains adaptable and responsive to evolving market dynamics.

2 PORTFOLIO MANAGEMENT: BALANCING THE PORTFOLIO

This balancing act requires a keen eye for potential risks and rewards, ensuring a portfolio that is diverse yet focused, innovative yet feasible. Effective portfolio management involves a delicate balance of selecting projects that promise both scientific innovation and market viability. It's about selecting and overseeing projects and investments that align with the enterprise strategic objectives. Decide which projects to pursue. Validate those projects align with the corporate strategy and allocate resources accordingly.

Make sure the people assigned to those projects work on them and not something else.

For pharma, it's essential to build a reliable, data-driven approach to balance risk and reward for effective portfolio management. It involves analyzing data on project feasibility, potential financial returns, and alignment with strategic goals to make informed decisions about which assets to develop and prioritize.



3

ASSET STRATEGY REQUIRES A DETAIL-ORIENTED APPROACH

The asset strategy component is where the detailed tactical decisions and execution come into play. It focuses on the development aspects including the scientific, regulatory, commercial viability of individual assets and their likelihood to make it to market. It's about understanding what makes each project unique and viable.

Aligning the asset strategy with data involves understanding the intricate details of each project. This involves a deep dive into the scientific, regulatory, and commercial aspects for developing every asset, ensuring that each decision is backed by robust data and strategic alignment.



4

PORTFOLIO OPERATIONS FUEL THE EXECUTION ENGINE

Portfolio operations are the lifeblood of the day-to-day management and execution of projects within the portfolio. It's where strategic plans get translated into actionable tasks. This involves meticulous management of timelines, budgets, and resources, ensuring that each project is on track and aligned with the overarching strategic goals.

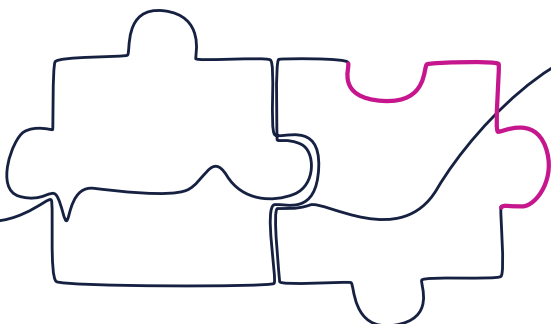
Data alignment in portfolio operations means ensuring that real-time operational data is used to guide project management decisions. This means tracking progress, resource utilization, and cost management to make sure that operations align with the strategic objectives.

5

WHAT DOES ALIGNMENT LOOK LIKE?

Data stewardship is the collective management and governance that ensures the organization provides users with high-quality data as it relates to management, opportunities, and operations, especially for the life sciences industry.

Everyone, from lab technicians entering data to C-suite executives making decisions, must play a role in ensuring data integrity. Recognizing the critical role of each contribution builds a culture of accountability and precision, essential for maintaining high data quality standards.



6 FEEDBACK LOOPS: CONTINUOUS IMPROVEMENT

Data silos in organizations are like walls in a maze. They block the view. Breaking them down is crucial. Feedback loops are the pulse of progress in R&D.

Create channels for continuous feedback among the tactical (asset strategy and portfolio operations) and strategic level (enterprise strategy and portfolio management).

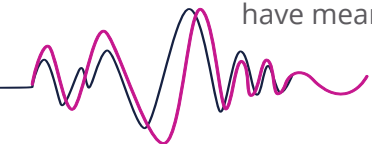
This will enable continuous learning and adaptation, ensuring that strategies and operations are always aligned with the latest data and insights. This dynamic process allows for agility and responsiveness, key traits in a rapidly evolving industry. The more you talk and share, the smoother things run.



7 DATA AS A COMMON LANGUAGE

Data serves as the common language that bridges various functions and levels within an organization. Regular operational data reviews provide a steady rhythm of insights and adjustments. Think of it like a monthly check in with a good friend with whom you have meaningful conversations.

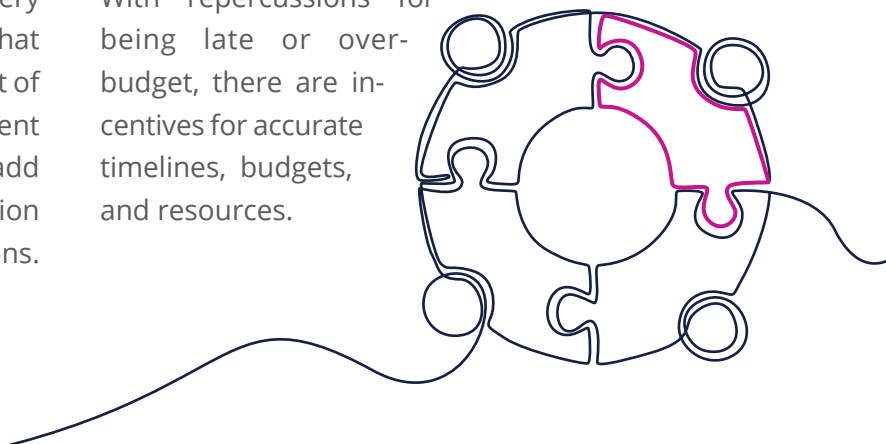
For a more strategic view, biannual reviews offer a chance to step back and assess broader trends and directions. Consistent, transparent, and quality data flow allows for a unified view of the organization's strategic and operational health.



8 EMPOWER YOUR TEAMS AND BUILD A DATA-CENTRIC CULTURE

You'll want to create a culture where your teams understand how their work impacts the larger strategic goals. It's about fostering an environment where data is not just a tool but a critical component of every decision and action. This cultural shift ensures that every team member sees themselves as a vital part of the organization's success. Creating an environment where teams feel psychologically safe will also add to data integrity and the ability of an organization to rely on such data to make crucial decisions.

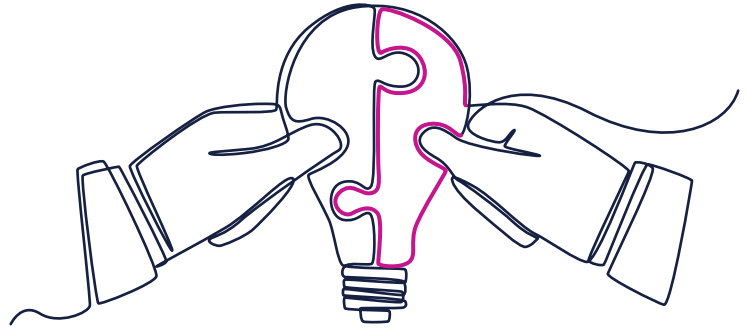
A culture that encourages people to be trustworthy and transparent will prevent people from developing shortcuts or sloppy data practices. With repercussions for being late or over-budget, there are incentives for accurate timelines, budgets, and resources.



9 EMBRACING FUTURE TRENDS

As we look to the future, R&D data management is set to be transformed by emerging technologies like AI and advanced analytics. These innovations offer new ways to interpret and leverage data, driving efficiency and uncovering new opportunities for discovery and development.

A case in point is a global clinical research organization (CRO) that revolutionized its biopharma project management approach. By implementing an integrated

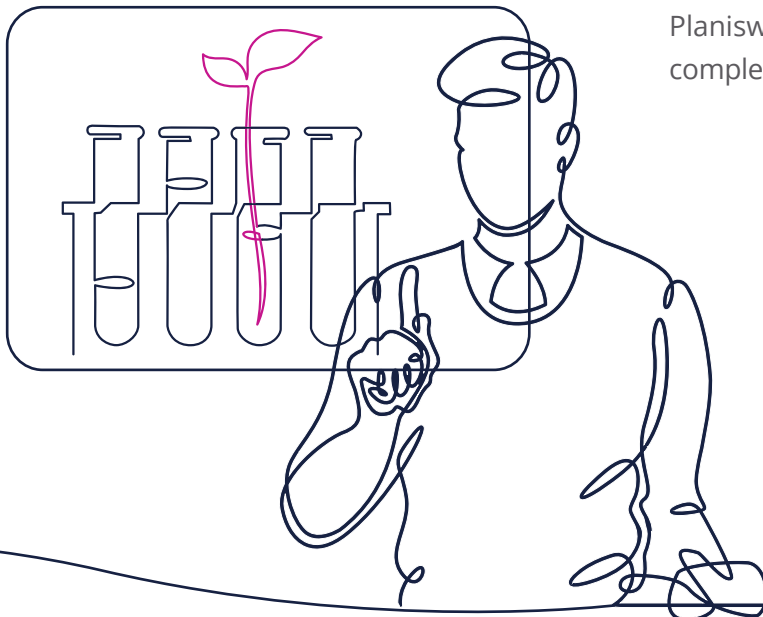


data management system, the CRO enhanced project visibility, streamlined processes, and positioned itself as a leader in the field. This example underscores the significance of embracing advanced data strategies in achieving operational excellence and industry leadership.

10 TAMING CHAOS TO CREATE A UNIFIED FUTURE: A CRO'S TRIUMPH IN BIOPHARMA PROJECT MANAGEMENT

A leading global clinical research organization (CRO) wanted to transform project management for their biopharma clients. Led by an experienced VP, they embarked on a journey to redefine their project management efforts while navigating the intricacies of their clinical trials.

Their application portfolio was a best-of-breed chaotic mix. They used a CRM tool, a PPM tool, pricing tools, a clinical trial management system (CTMS), and Excel files that were scattered everywhere. Their mission was to create a single source of truth that included project timelines, scope, budget, delivery, resources, and financial forecasting. More than project management, Planisware was picked as the orchestrator of this complex data symphony across their entire ecosystem.



Change Affects Technology and Process

Teams that were used to various solutions were now working in a consolidated environment, sparking a cultural shift. Integration hurdles then emerged, compounded by deploying new systems such as Workday and an alternative CTMS.

Before any transformation could take center stage, it was necessary for stakeholder management to set some groundwork first. Setting expectations and repeatedly communicating them among executive champions, skeptical users, and various stakeholders took constant effort.

A Clear Vision, Persistence, and a Single Source of Truth Pay Off

This uphill transformation was about more than technology; it was about people. End-users bid farewell to familiar tools and embraced the new system, managing it through being empowered with a new project health dashboard, which provides a single source of truth to all users.

Leadership challenges, stakeholder changes, and resistance to the solution were confronted head-on, with continuous improvement ingrained in the organizational culture.

They used newsletters, videos, and interactive workshops to train and prepare their employees.

Establishing data quality was the top priority. Even the most robust systems had issues and nuances that needed clarification. Creating and maintaining a strong partnership with IT was critical, because collectively, they had to examine all integration points and establish validation checks to preserve data integrity.



The results? Enhanced project visibility, streamlined processes, reduced administrative burdens, and a holistic portfolio view position them at the forefront of biopharmaceutical R&D.

This CRO's journey exemplifies a triumphant saga of integration, resilience, and success as they look forward to a future marked by even greater efficiency, innovation, and groundbreaking contributions to the field of clinical research.