

Case Study

External Insights Help Roche Find New Ways to Reduce Clinical Trial Time and Costs

ROCHE FEEDBACK:

- 100% of Roche participants agreed that the ideas and solutions from this event would NOT have happened without the innFusion process/facilitation.
- On a scale of 0-100, the statement “I believe this event will contribute to increasing the probability of our companies’ success” was rated 82.
- All brainstorming and convergence sessions were rated at >80.

In December 2012, Roche tasked YourEncore with helping identify novel methods to achieve the following goals:

- Reducing time by a specified target between making the decision to move to Phase III and recruiting the first patient
- Reducing the time by a specified target between recruiting the first and last patient in a trial
- Achieving a significant improvement in patient completion rate with complete compliance to the protocol

YourEncore brought together internal Roche Product Development stakeholders and a multi-disciplinary team of experts for a 1.5 day facilitated session following YourEncore’s innFusionSM methodology.

EXTERNAL PERSPECTIVES

The expert team was comprised of a diverse mix of industry veterans formerly with Pfizer, P&G, Parexel and Omnicom, including:

- An expert in statistical process control
- A patient recruitment expert
- A clinical investigator
- A behavioral economist
- An expert in healthcare trends
- A media expert

The meeting began with each participant identifying lighthouses, or visions for how the clinical trial process should operate in 2020. Over the course of the next day and a half, the team then developed concrete steps that enabled Roche to achieve its goals.

The experts provided detailed explanations and recommendations in the following categories:

- Designing novel protocol immersion meetings with internal stakeholders and external contributors representing the experience of patients and investigators.
- Testing at fewer high-productivity sites in fewer countries, selecting sites based on available historic recruitment data.
- Creating dedicated start-up teams, modularizing sections of the study protocol, and simplifying documentation and procedures.

Each expert also provided a report with additional analysis, recommendations and insights.



What is innFusion?

innFusion brings together in-house teams with multiple, carefully chosen, external experts for a facilitated event focused on solving predefined, pinpointed problems. This process includes:

- Developing a clear set of problem statements to be addressed during the session, limited in number in order to ensure depth of analysis.
- Use of extensive pre-work, allowing internal and external participants to focus the session on solving the problem, not sharing background.
- The high-energy dynamic resulting from multiple experts reacting to, building off of, and refining each other's ideas.
- Expert facilitation to keep the discussions focused and highly productive.
- Post-meeting documentation, including a list of prioritized, key next steps, an executive summary, and a detailed report, to inform/align management.

ABOUT YOURENCORE

By providing fast and flexible access to leading experts and innovators, YourEncore can seamlessly extend the capabilities of pharma R&D, quality and regulatory organizations.

Our global team of veteran researchers, clinicians, manufacturing, marketing and regulatory specialists have on average more than 25 years of experience spanning all aspects of product discovery, development and commercialization. From an individual expert to a team of specialists, our solutions are cost-effective, fast and scalable alternatives to fixed head counts.

Unlike large consulting firms, YourEncore provides not only advisory services, but also the resources to act on our recommendations. When we identify a regulatory threat, we also provide the team to help address it. When we recommend ways to reduce costs of clinical trials, our team can help you implement them.

As a result, YourEncore works with 12 of the 15 leading global pharmaceutical firms, and 5 of the 9 top consumer health companies.



IN THEIR WORDS

“This reinforces our hypothesis that bringing in people from the outside definitely does add value. It lends a different perspective to some of the things that we are already trying to do internally.”

–Roche Team Member,
Product Development

“This was our first open innovation experiment, and we see the value. The ideas we developed ranged from futuristic to very practical.”

–Roche Team Member,
Open Innovation Leader

“I loved diverse perspectives and the discussions/debate. It got me very excited; I learned a lot.”

–Roche Team Member,
Innovation Management

CONTACT US FOR MORE INFORMATION:

(609) 534-5389

LIFSCIENCES@YOURENCORE.COM

YourEncore.com