TRINITY

Frustrated with Your Current Data Management Provider?

The top five things to keep in mind if you are interested in making a switch

Background

Trinity Life Sciences has heard numerous organizations express frustration with their data management provider. Common challenges include quality issues, timeliness and lack of flexibility. Switching to another provider isn't as hard as you think. In this advisory brief, we outline the top five things to keep in mind if you are considering a switch.

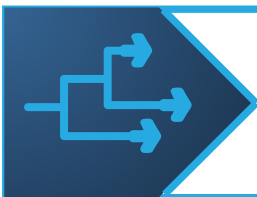### Top Five Considerations When Switching Data Management Providers

Leverage a Data Management Provider that Understands Life Sciences
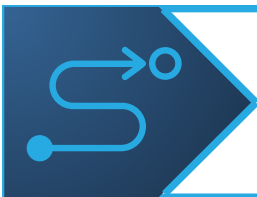
Define a Clear Change Management Strategy

Develop Your Implementation Plan while Focusing on Quality

Prioritize Business Continuity and Parallel Processing

Ensure Flexible Production Support

1 Leverage a Data Management Provider that Understands Life Sciences

The commercial data utilized by healthcare organizations is varied and complex. Pharmaceutical and biotech companies must acquire, integrate, and report data from a variety of both internal and external sources: trade and distribution, expense reporting, call activity, copay, etc. Trinity strongly recommends that companies in the space utilize a partner who has intimate knowledge of datasets within the industry. Our organization has seen many instances in which an organization has outsourced data management support to traditional IT firms. Unfortunately, these organizations tend to lack an understanding of the nuances of healthcare commercial data. Their lack of expertise results in implementations that take an excessive amount of time or face repeated challenges. Having worked extensively with a variety of first launch, emerging, and mature pharmaceutical and biotech firms, Trinity has built a depth of expertise incorporating every major healthcare industry dataset into our data management solutions to execute rapid and flexible implementations for our clients.

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2 Define a Clear Change Management Strategy

Trinity understands the effort required to organize stakeholders internally to drive a critical system change. With that said, Trinity has helped clients make this change efficiently with just a little bit of up-front planning. Trinity has been able to help clients build a data strategy roadmap to quickly document their commercial data processes to identify the relationships between data assets, systems, and personnel. With clear documentation that defines the existing infrastructure, the activities required to support business objectives, and stakeholder roles and responsibilities, driving change becomes considerably easier.

Trinity helps clients build a data strategy roadmap to identify the relationships between data assets, systems, and personnel.

(3) Develop Your Implementation Plan while Focusing on Quality

Upon completion of a process map and definition of a change management strategy, systems by the new partner will need to be designed and implemented. When transitioning to an experienced partner like Trinity, we have seen that replicating the organization's existing processes and reporting capabilities can be completed in weeks as opposed to months. Organizations need to select a partner who understands the importance of data quality and has robust processes to enforce that quality. Trinity strongly believes in the criticality of a sound master data management process for any pharmaceutical or biotech organization. Without an effective master data management system in place, monitoring commercial performance becomes extremely challenging, as customer information is often difficult to track across different data sources. For those organizations that work with various distribution partners, additional benefits can be gleaned by ensuring robust QC procedures and high quality, source-specific checks are implemented.

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(4) Prioritize Business Continuity and Parallel Processing

Trinity understands that organizations considering a switch to a new vendor are first and foremost concerned with maintaining business continuity and avoiding disruption. For this reason, the new partner should be fully prepared to execute a parallel run of your existing systems before they are entrusted to run your data management services independently. The goal of this process should be to rapidly identify if the new solution produces outputs consistent with the prior system. Not only is Trinity highly proficient in managing the parallel validation process, but in many instances, we have uncovered gaps or errors that have persisted for some time with the legacy system.

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5 Ensure Flexible Production Support

Upon sign-off of parallel processing results, organizations are ready for a production release of the new system. At this stage, there is understandably an emphasis on training and education of end users. Changes from an initial implementation to support business requests are a fact of life, as business priorities and strategies evolve to meet the changing needs of customers. Trinity prides itself on providing a solution that allows users to make changes quickly to those services for which rapid execution and delivery are paramount. This is particularly relevant for business intelligence capabilities. Trinity has heard horror stories from clients that have had to wait weeks for a simple aesthetic change in a report that our solution could apply in a single business day. With that said, Trinity also understands that certain changes do require appropriate time and change management effort to avoid the risk of errors. A new data management partner should understand how to separate changes that require greater time to implement and those that can and should be deployed quickly.

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In Conclusion

Biopharmaceutical organizations should not feel trapped by a frustrating data management provider. The five considerations outlined in this Advisory Brief are critical when thinking about a switch. The right partner can ensure a timely and successful transition, while ensuring the Commercial team's data and reporting needs are consistently being met throughout the process.

About Trinity Commercial Data Solutions

Designed specifically for Life Sciences, Trinity's Commercial Data Solutions Suite delivers results at every stage of the product lifecycle, offering the strategic advice necessary to map commercial data and systems requirements, while reducing implementation and change management timelines. Most importantly, Trinity Commercial Data Solutions help to avoid the costly roadblocks that often slow long-term success.

About Trinity

Trinity is a trusted strategic partner, providing evidence-based solutions for the life sciences. With over 20 years of experience, Trinity is committed to solving clients' most challenging problems through exceptional levels of service, powerful tools, and data-driven insights. Trinity's range of products and solutions includes industry-leading benchmarking solutions, powered by TGaS® Advisors. Trinity, together with its subsidiary TGaS Advisors, has five offices throughout the US, including Boston, New York, Princeton, Philadelphia, and San Francisco, as well as Toronto, Canada, Gurgaon, India and Munich, Germany. To learn more about how Trinity is elevating life sciences and driving from evidence to action, visit trinitylifesciences.com.

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