



learning
solutions

Pharmaceutical Case Study



CLIENT

Fortune 500
Pharmaceutical

INDUSTRY

Pharmaceutical

SKILLS PROVIDED

Blended Learning,
eLearning, Portal
Development, Motion
Graphics, SharePoint

A Fortune 500 pharmaceutical company turned to The Judge Group to overhaul their dossier programs, streamline the process and increase the approval rates for new pharmaceuticals.

THE CHALLENGE

The company set out to introduce a new initiative aimed at improving the process of generating dossiers, which are provided to regulatory agencies such as the FDA, to gain approval for new drugs entering the marketplace.

The immense and exhaustive process of introducing new drugs to the marketplace is extremely expensive and takes months, even years to complete. In order to gain approval for a new drug, regulatory bodies review the dossier, which is a collection of all of the data from the new drug's development. This often contains thousands of pieces of information from various stages of the development process. It is imperative that everyone involved, from the research and development phase through clinical trials, is on the same page in order to tell the story of the drug to the regulators in an accurate and compelling way.

It was found that better coordination of the documentation for the dossier, led to a higher probability of gaining approval from the regulatory agencies. The company sought to manage a significant paradigm shift in order to increase the efficiency and quality of developing dossiers.

“The informative and intuitive motion graphics integrated into the portals, supported by a coordinated executive roadshow, resulted in the rapid adoption of the initiative and minimized resistance to the change.”



THE SOLUTION

The Judge Group was brought in to support the change initiative on a number of levels. Judge Learning provided a comprehensive change management program to guide the client through the implementation, training and adoption processes of the initiative, which included a portal developed by Judge Technology to facilitate the new dossier process.

The client maintained a SharePoint database to house their existing documentation. To improve the efficiency of this system, the client wanted an easy-to-navigate portal that could enable all members of the development team to have access to the documentation, display their playbook, and connect the various steps involved in building the dossier. Judge dedicated and utilized their Technology Solutions' SharePoint experts to design and develop this portal in support of the new initiative.

Similar to any new process, this revamped dossier program required a comprehensive change management program, in order to guarantee the success of the initiative. To introduce the new initiative and portal, Judge Learning constructed a high-impact video to assist with the training for the portal. Judge Learning also developed high-impact motion graphics to illustrate the new dossier process. Finally, to ensure adoption and success, Judge leveraged executive sponsorship and employed messaging from the video, to build a comprehensive eLearning course aimed at introducing the details of the new program.



EXAMPLES

Portal



eLearning



Motion Graphics



THE RESULT

Utilizing a pilot program and a phased rollout through Judge, the client was able to successfully overhaul their new drug dossier process. Judge Learning techniques helped ensure rapid adoption and metrics have shown dramatic improvement in the quality of new dossiers and ultimately new drug approval.

The change management solutions provided by Judge enabled the client to introduce the initiative in stages. The launch was started with a pilot program, which utilized a smaller portal to pilot the program with a small team. Following the success of the pilot, an enhanced portal was rolled out globally. The informative and intuitive motion graphics integrated into the portals, supported by a coordinated executive roadshow, resulted in the rapid adoption of the initiative and minimized resistance to the change. At the same time, the eLearning curriculum developed by Judge provided a deeper dive into the finer details of the new process.

As a result, the client's metrics have shown considerable improvements in the quality of dossiers produced by the participants in the new program. Since implementing the initiative, these enhancements effectively increased the efficiency of the dossier process, which is forecasted to greatly improve the rate by which the client's new drugs are approved by regulators. This in turn, will help to reduce the costs associated with a drawn out or failed drug approval process.

Want to learn more about the learning solutions Judge offers?

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