ESTABLISHING A DIGITAL, DATA & ANALYTICS (DDA) GROUP FOR GLOBAL MEDICAL AFFAIRS

THE CLIENT'S CHALLENGE

- Continuing prioritization of organizational capabilities in digital, data and analytics as well as the emergence of AI
- Fragmented analytics groups across functions, as well as geographies
- Need to centralize capabilities to create critical mass, evolve capabilities and organizational data strategy, and to be able to engage external partners more effectively
- Hypothesis that a dedicated Digital, Data & Analytics function within Medical Affairs would drive stronger insights, data-driven decision-making and external engagement—but lacked a clear path to design and embed it.

OUR SOLUTION

- Revised ambition and pressure tested fit with the broader organization including DDA group in R&D
- Provided benchmarking, learnings and CSFs on industry models
- Aligned stakeholders on the "to-be" vision for the DDA group
- Created a roadmap and engagement plan to embed DDA across functions as well as 3 pilots which would demonstrate short term 'wins' e.g. better insights

OUR IMPACT

Central DDA group in MA with clear interfaces with other DDA groups across the organization

Resource savings as well as rationalization of vendors and data providers

Center of excellence with critical mass to accelerate organizational learning and capability