

Enterprise Work Collaboration: Helping Pharmaceutical Organizations Escape Silos and Embrace Synergy

In order to continue helping millions of people around the world enjoy healthier, happier, more fulfilled, and in many instances longer lives, pharmaceutical organizations need efficient and effective Portfolio Project Management (PPM) to nurture today's visionary ideas into tomorrow's breakthrough solutions.

However, despite the life-changing and life-saving importance of their work, pharmaceutical organizations are not immune from significant threats that, if left unresolved, lead to ineffective PPM -- which undermines stability, success, and ultimately, organizational survival.



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Identifying Key External Threats

Pharmaceutical organizations across the world have been under siege for several years — but especially in the last few -- from four key external threats ¹:

1 Tougher Business Environment

While some members of the general public express shock at what they perceive to be “outrageous revenues” in the pharmaceutical industry, pharmaceutical organizations that make the investments, take the risks, and do the work realize the story is quite different. They know that the business environment is tougher than ever -- and getting even tougher -- as healthcare payers enforce harsh new cost constraints, and evaluate health and wellness claims with unprecedented scrutiny in order to maximize ROI.

2 More Rigorous Regulatory Environment

While pharmaceutical organizations have always faced strict regulations, today's regulatory environment is much more rigorous. For example, the European Medicines Agency (EMA) has introduced a much tougher new “three-tiered” approach to managing adverse reactions, while the Food and Drug Administration (FDA) is developing its “Sentinel” active surveillance system to govern the safety of all medicines in the US marketplace. These are just two examples of what is clearly a more rigorous regulatory environment; one that will only get more stringent as the future unfolds.

3 Flatlined Productivity

While other sectors continue enjoying steady or significant growth, output in the pharmaceutical industry has remained flat over the last 10 years. Furthermore, given that most pharmaceutical organizations are essentially using the same PPM approaches and processes, there is no reason to believe that productivity will suddenly or markedly increase.

4 More Competition

As a result of relentless competition on a regional, national and international scale, today's pharmaceutical organizations must bring their solutions to market faster and more cost effectively than ever before. And while it is true that competition can often be positive and lead to more innovation and efficiency, it can also lead to confusion and chaos for pharmaceutical organizations that lack efficient and effective PPM.



With Clarizen,
pharmaceutical
organizations
can escape
silos and
embrace
synergy — and
ultimately,
carry out their
vital mission
of helping
people around
the world
live healthier,
happier,
better and
longer lives.

1. PWC, “From Vision to Decision: Pharma 2020”

Additional Pressures

At the same time, several additional pressures have emerged that are forcing pharmaceutical organizations to change and adapt. These include:



The Need to Work Faster

The velocity of business is increasing, and pharmaceutical organizations must be able to gather, organize and leverage information in real-time. Furthermore, they can no longer limit themselves to a conventional work day. Instead, they need to embrace the new normal of “24/7” uptime -- because knowledge sharing, innovation, collaboration and progressive development has no downtime.



More Distributed Workers & Teams

Advances in mobile technology have made it both cost-effective and strategically advantageous for organizations to deploy distributed workers and remote teams. At the same time, more and more skilled professionals are expecting -- and in some cases, demanding -- for remote work to be an option. Organizations that fail to cater to this requirement will struggle to recruit and retain the talent the need to succeed.



The Need to Work Flatter

The conventional approach in which lifecycle management phases are linear and separated by stage gates, and where divisions (e.g. Clinical, IPD, Marketing, Regulatory, etc.) are separated into their own silos or “islands of activity”, is no longer functional or feasible. Instead, pharmaceutical organizations need to work flatter to improve the speed and quality of their decision-making.



Impact of Millennials

By the year 2020, half of the workforce will be comprised of Millennials². As a result of this unprecedented demographic shift, pharmaceutical organizations must transition to a more social organizational structure where collaboration and democratized systems are the norm -- and away from the old paradigm of work characterized by a formal hierarchy, centralized control, and bureaucracies built for politics rather than performance.

A Dilemma or an Opportunity

Ultimately, these threats and pressures combine to present pharmaceutical organizations with either an **obstacle** or an **opportunity**.

Pharmaceutical organizations struggle with an **obstacle** when they fail to re-examine their PPM capacity and competencies, and instead assume that these threats and pressures will resolve on their own. Unfortunately, instead of disappearing, they will invariably grow bigger and invariably become riskier, costlier and more complex.

However, pharmaceutical organizations exploit an **opportunity** when they view these threats and pressures as an invitation to re-invent their PPM so that it achieves what Gartner refers as *collaborative work management*³ — which is essentially what precisely the foundation and drives the vision of Clarizen.

2. The U.S. Bureau of Labor

3. Gartner, “Hype Cycle for Social Software, 2014”

Clarizen: The Way to Work

Clarizen's cloud-based enterprise work collaboration solution has been designed with a groundbreaking approach that, for the first time ever, unifies an optimized "work graph" comprised of activities that are organically created by the nature of work itself:

workgroups, communications, actions and **deliverables**.



Workgroups

Clarizen empowers workgroups to reach out across a flatter organizational structure -- rather than retreat to their silos and "disconnected islands of activity" -- so they can share knowledge and exploit synergies with other workgroups, such as Clinical, Regulatory, IPD, Marketing, and so on. In addition, Clarizen's enables workgroups to efficiently connect with external stakeholders, such as suppliers, contractors, manufacturers, etc.



Communications

Whether they are at the corporate head office or logging in from the road, Clarizen empowers users to engage in efficient, optimized and organized communication through a variety of social tools, including instant messaging, chat, forum discussions, and more. Furthermore, Clarizen automatically attaches relevant communication to specific projects, and as such everything is always relevant, organized and in context⁴. Clarizen's Interact engine also lets users push data to Clarizen directly from their native email tools without having to login.



Actions

Even the most inspired ideas are meaningless if they are not processed by practical, efficient actions. Clarizen enables pharmaceutical organizations to dramatically improve process optimization via in-context collaboration, and easy-to-configure business rules -- even for highly sophisticated and complex processes.⁵



Deliverables

Clarizen enables pharmaceutical organizations to clearly see and plan a project's high level deliverables, in order to ensure that they are accurate, optimized, and aligned with the big picture. They can also aggregate all Key Performance Indicators (KPIs) -- including custom KPIs -- at the portfolio level. Furthermore, Clarizen's powerful sharing capabilities enable users to push project and deliverable status reports to recipients who can easily access them outside of the platform (i.e. as a web page, email or as a downloadable report).

The Bottom-Line

By leveraging Clarizen to unify their work graph, pharmaceutical organizations seize the opportunity to re-invent their PPM capacity and competence, and ensure that it is supported, driven and characterized by: collaborative teams, streamlined processes, controlled costs, transparent visibility, satisfied stakeholders and impressive results.

The bottom-line is that with Clarizen, pharmaceutical organizations can escape silos and embrace synergy -- and ultimately, carry out their vital mission of helping people around the world live healthier, happier, better and longer lives.

4. For example, a user reviewing a project, task, deliverable, file or issue will clearly see all related conversations in real-time. This puts an end to searching for old emails, and asking colleagues to re-send information.

5. Several enterprise customers have reported productivity and efficiency increases of 30% or more since deploying Clarizen.