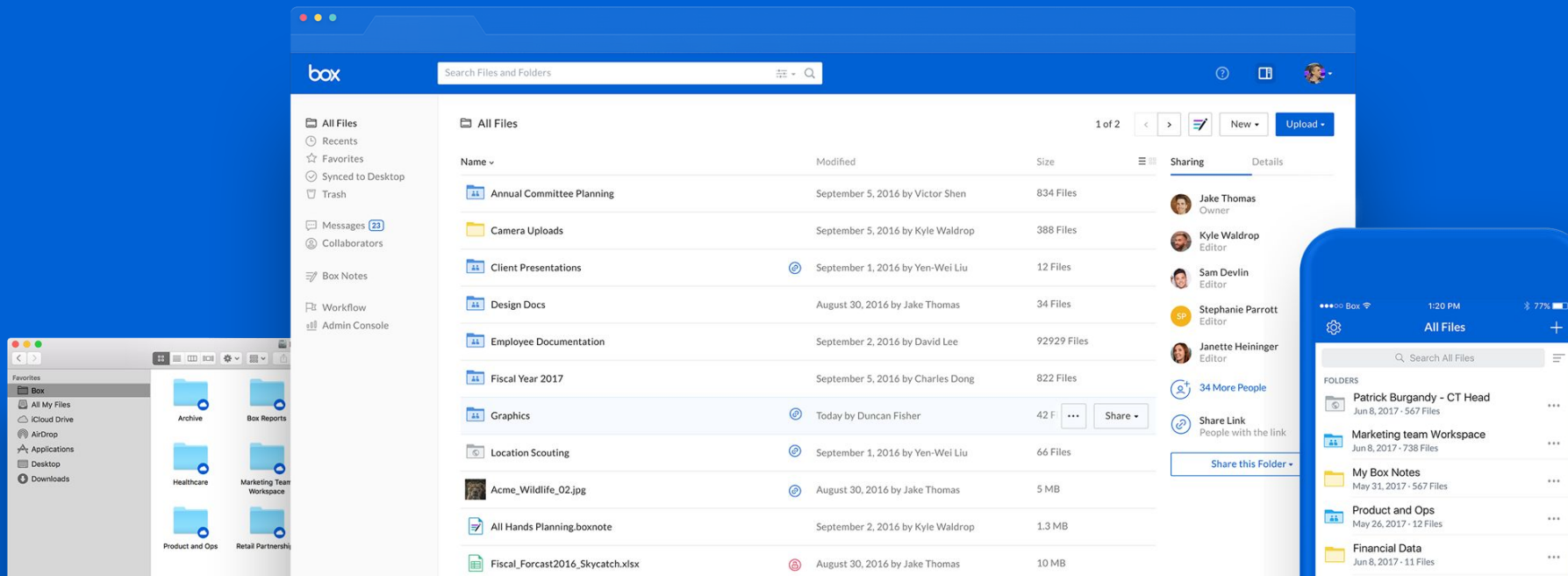boxWORKS¹⁸

Transforming clinical processes with Box

Martin Snyder, Director Software Development @IQVIA

Riju Khetarpal, Managing Director, Global Life Sciences @Box

Riju Khetarpal

Managing Director,
Global Life Sciences
Box

Agenda

/ Box in Life Sciences & Industry Trends

/ Box Positioning in Life Sciences

/ Extending Clinical Applications With Box

/ Decision Criteria

/ Use Case Scenarios

/ Q&A

1100+

Pharmaceutical
biotech
medical device
CRO's

1M+

Life Sciences
users

Daiichi-Sankyo

AstraZeneca

Baxter

Lilly

St. Jude Medical

SHIONOGI

AMGEN®

Johnson & Johnson

SERVIER

ALLERGAN

ultragenyx
pharmaceutical

ONO PHARMACEUTICAL CO.,LTD.

TAISHO

IMS Health &
Quintiles are now
IQVIA™

BARD

novo nordisk®

Boston Scientific

CHUGAI

Edwards Lifesciences

gsk GlaxoSmithKline

Medtronic

genomic health®

MyoKardia

premier research

Industry trends driving digital transformation in Life Sciences

Increased outsourcing of research, clinical processes and manufacturing

- Over 60%of clinical trials are run by CRO's
- 6000+ new clinical trials start every year

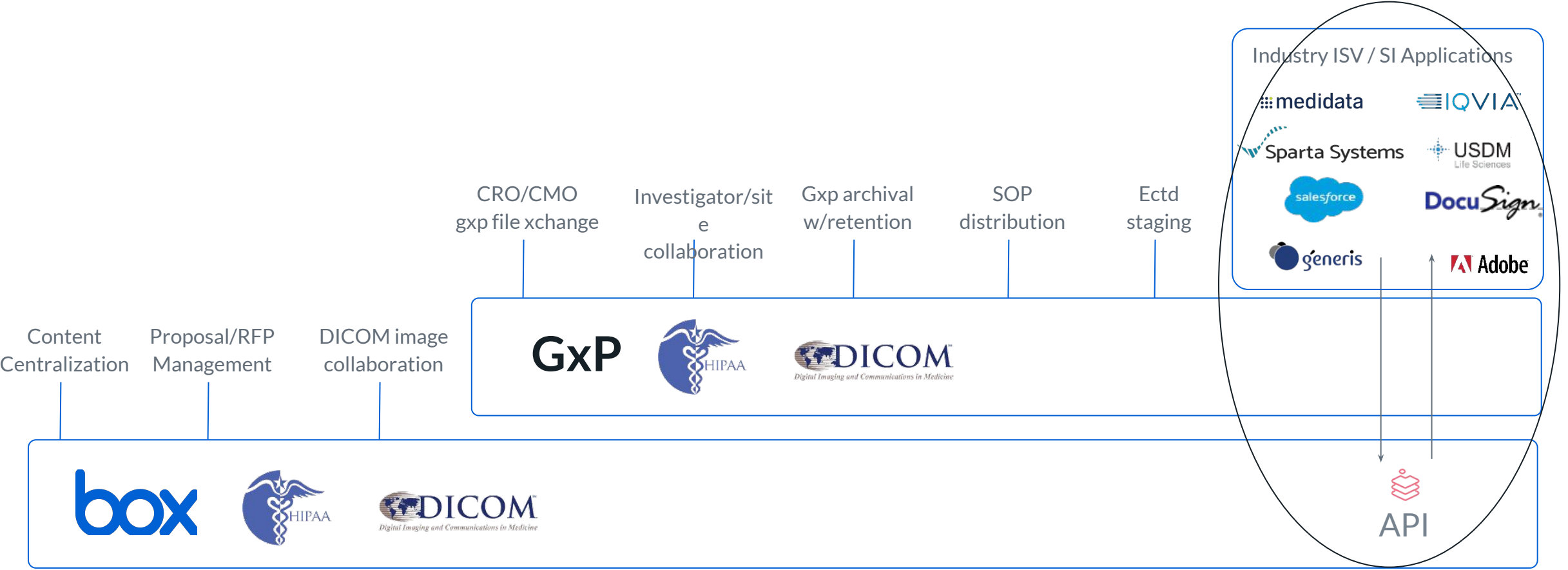**Significant M&A activity as big pharma invests in biotech**

- Need for cloud based agile architectures
- Collaboration on a global scale requires local compliance

Patient-centric models that improve care and access

- Patient services is a major area of focus for pharma
- Brings PHI protection (HIPAA) to the forefront

Box enables digital transformation

Integrations enable digital business transformation

"

"Once people see and use your software, all of its behaviors become requirements"

Anon

Martin Snyder

Director, Content Management Software Engineering, IQVIA
Previously - CTO, Wingspan Technology

IQVIA CORE™

Domain Expertise

Institutional knowledge and domain expertise across diseases, geographies and scientific methods

Transformative Technology

Leading technologies to provide real-time access to operations-critical information

Unparalleled Data

One of the world's largest curated healthcare data sources with innovative privacy protections
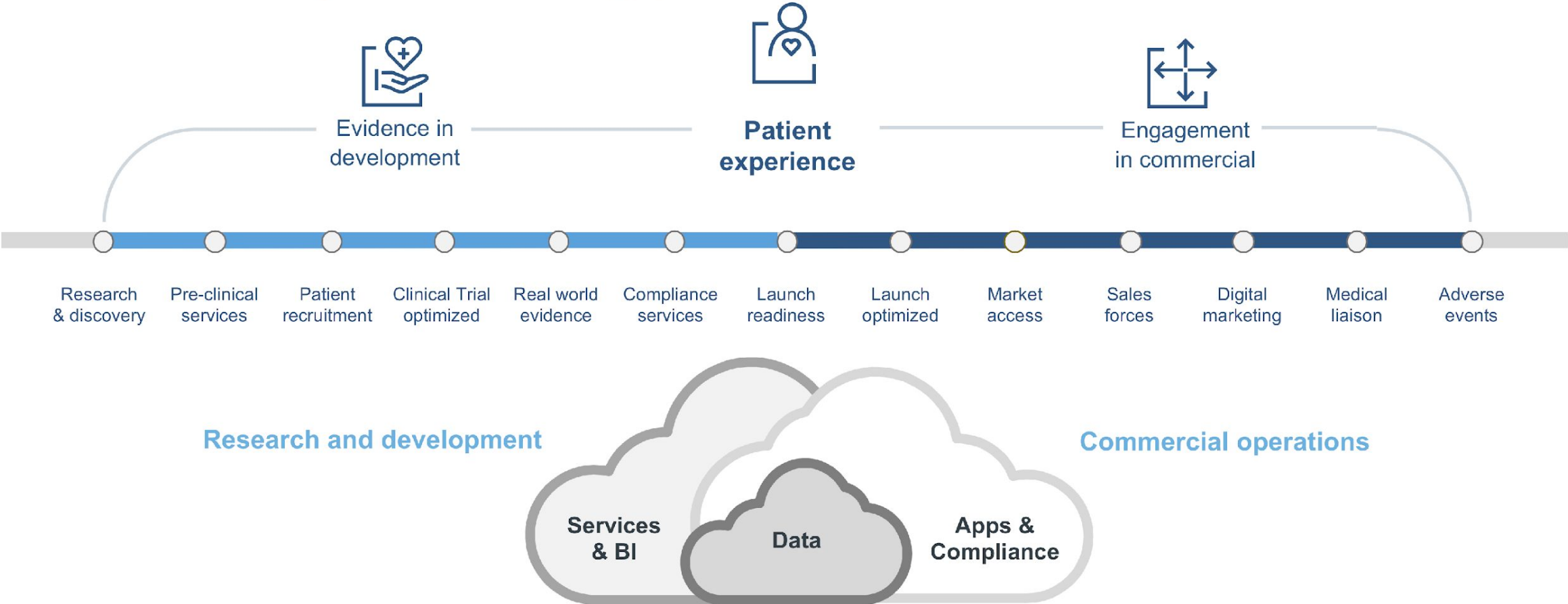
Advanced Analytics

Faster, more precise decision-making generated by advanced analytics designed for healthcare

IQVIA Technology Solutions

A global technology partner *"from molecule to market"*

Evidence in development	Patient experience	Engagement in commercial

Research & discovery	Pre-clinical services	Patient recruitment	Clinical Trial optimized	Real world evidence	Compliance services	Launch readiness	Launch optimized	Market access	Sales forces	Digital marketing	Medical liaison	Adverse events

Research and development

Commercial operations

Services & BI

Data

Apps & Compliance

Content Management Use Cases

Clinical	Regulatory	Quality	Commercial	Medical
Built-in Quality by Design solution to automate collection and organization of Trial Master File	**Efficient management of Global Regulatory Strategy and Operations**	**GxP compliant management of Quality Systems & Manufacturing Documentation**	**Creation, review and dissemination of Commercial promotional materials**	**Medical Affairs content management and Call Center support**
TMF Planning Processes	**Regulatory Information Mgmt.**	**Controlled Document Lifecycle**	**MLR Review**	**Content Review and Approval**
Inspection Readiness	**Product Registrations**	**Change Management**	**Creative Agency Collaboration**	**Medical Content Distribution**
Site Document Exchange	**Submissions Management**	**Key Performance Metrics**	**Brand Portal**	**Usage Tracking**
Operational Metrics	**Packing & Label Management**	**Periodic Review and Revision**	**Campaign Management**	**Safety & Information Packages**

Integrations | CTMS, RIM, Publishing, CRM, LMS, Single Sign-on

Master Data Management | Products, Clinical Trials, Registrations

Integrating Box with an entrenched eTMF solution

Application extensions increase value and ROI

Audience: Adopt Box

a. Quickly

b. With minimal incremental costs

c. While decreasing or minimally increasing long-term maintenance costs

Presenter: Share a mind set and framework for

a. Thinking about Box in the context of existing solutions

b. Justifying Box in the presence of an entrenched alternative

c. Finding a high value/cost ratio

Step 1: Clarify your situation before devising a plan

I   **[work on | work with | am responsible for]**

a system which

[implements | is built on]

a document management technology where that system is

[used in production &| represents a significant investment]

and I

[thought I might | would rather | really want to | was told to]

use Box instead so I can _ _ _ _ _ _ _ _ _ _ _

Step 2– Frame the value proposition

Use cases

External

Document distribution

Document

Ingestion

Value

Pipeline

Slick/familiar UI

Mobile client

User-defined workflow

Data residency

Skills (ML/AI)

Existing users

Retention policies

Not my system

Training/enablement

Metadata

Extend eTMF for document distribution

Scenario 1: Document distribution

I   [work on | work with | am responsible for]

a system which

[implements | is built on]

a document management technology where that system is

[used in production &| represents a significant investment]

and I

[thought I might | would rather | really want to | was told to]

use Box instead so I can distribute documents to non-application users in a secure way without breaking the bank

Distribution
+
Slick/familiar UI
+
Mobile application
+
Not my system

Document distribution: Use case details

Document types: safety documents, sop's, clinical protocols

Challenge

- Legacy enterprise systems used to be on the WAN
- Use case not anticipated in initial application design
- Hardware platform at or near capacity
- User expectations have evolved

Solution

- Build folder hierarchy in Box based on application metadata
- Move approved content into the appropriate folder(s)
- Distribution team maintains Box accounts and security
- Users view content as-needed on mobile device

Why it Works

- Avoids cost of adding functionality and numerous users to specialized application
- Segments "distribution" responsibility into it's own team/workspace
- Users see relevant documents, quickly and on the device of their choice

High volume document ingestion into eTMF

Scenario 2: Document ingestion

I [work on | work with | am responsible for]

a system which

[implements | is built on]

a document management technology where that system is

[used in production &| represents a significant investment]

and I

[thought I might | would rather | really want to | was told to]

use Box instead so I can process large batches of similar documents

Slick/Familiar UI
+
User-Defined Workflow
+
Skills
+
Not My System

Document Ingestion: Use case details

Document Types: Examples of documents being ingested

Challenge

- Large # of incoming documents with limited organization
- Hard to align application with data patterns
- Time constraints, especially as it relates to user training
- Impossible to unify business practices

Solution

- Align Box folder hierarchy to best match existing data patterns
- Use Box Skills to fill gaps and make suggestions
- Custom workflows in Relay to bring exceptions into the fold
- Move "normalized" documents into target system

Why it Works

- Allows per-project optimization of pipeline
- Prevents sub-optimal application "enhancements"
- Solution delivery divorced from application roadmap
- Leverages mass-market functionality of superior quality to what is found in purpose-built applications

Value pipeline

Scenario 2: Value Pipeline

I   [work on | work with | am responsible for]

a system which

[implements | is built on]

a document management technology where that system is

[used in production &| represents a significant investment]

and I

[thought I might | would rather | really want to | was told to]

use Box instead so I can access 3rd party integrations.

User-Defined Workflow
+
Digital Signatures
+
Non-application users

Value pipeline: Use case details

Document types: Examples

Challenge

- Extend document management system to handle agreement execution

Solution

- Move prepared documents to box
- Notify users / trigger workflow
- Use DocuSign to sign documents
- Return signed documents to source system

Why it Works

- Prevents unintended use case from polluting application implementation
- Leverages existing facility for complicated user interaction
- Implementation complexity not impacted by use-case complexity

Recurring themes

"Not my system" as an advantage

Increased Agility for subgroups of userbase

Access to "Box Ecosystem" for the cost of a single integration

Interacting with non-application users

boxWORKS¹⁸

Q&A

Director, Content
Management Software
Engineering, IQVIA
Previously - CTO, Wingspan
Technology

Riju Khetarpal
Managing Director,
Global Life Sciences
Box

Next session:
Validate Box

for GxP in 30 days

1:00 PM

Want to win an Apple Watch? Fill out the session survey in the BoxWorks app for a chance to win each day.

Be sure to visit our demo and partner booths on the exhibit floor.