Custom Software Solutions for Digital Medicine

HOW GENECA ENSURED A SUCCESSFUL LAUNCH FOR A BREAKTHROUGH MEDICATION

THE CLIENT:

The company is a global pharmaceutical company that offers holistic healthcare solutions and seeks to find breakthrough treatments for disease. With a focus on research and development of innovative drugs, they seek to recognize the universal need for good health. Having just received FDA approval for the first drug of its kind in the US, the client sought a partner to ensure they were ready to launch.

THE PROBLEM:

There are a lot of unique challenges companies face when pioneering new technologies like digital medicine. While medical software development is a large part, in order to achieve widespread adoption and ease of use of that technology, organizations need to consider everything that goes on behind the scenes, like:

- the high number of elements involved
- the amount of complex transactions between several entities
- lack of established processes and user history
- lack of visibility to failure points in adoption and operational strategies
- unpredictability of new technologies

Our client wanted to find the best way to test the digital medicine experience real-world flows from all sides and increase confidence in their readiness to launch.

THE SOLUTION:

Geneca proposed an innovative solution that would allow the client to test the experience of all user roles from onboarding to ongoing use and support without needing to involve any actual patients and/or providers. We considered all potential scenarios and developed a simulation test approach unique to this client's needs.

THE MISSING LINK:

While our client successfully tested each component separately, they needed help recognizing where these pieces intersected and the resulting risks. Throughout a user's experience with this digital

medication, several different elements overlap at various points. Geneca needed to find these points, identify the weak links, discover those with the greatest potential impact, and determine which should be tested prior to launch. In addition, these flow simulations were built around the patient and provider experience instead of the technology or medicine, allowing us to identify previously unknown barriers to adoption for patients and providers.

WHAT GENECA DID:

This client trusted Geneca to identify potential gaps to launching a brand-new product. In order to do so, we:

- Facilitated sessions with business stakeholders to design an approach to enable us to find weaknesses in the launch chain. This required us to consider the unique combination of companies, locations, devices, technologies, processes, roles, and timing that needed to join to deliver a successful launch.
- Created a simulation plan and set of scenarios with evaluation criteria and expected results.
- Defined and led readiness activities encompassing participants across 3 companies, 7 departments, and 12 roles.
- Orchestrated and observed the simulations in real-time on site in partnership with business stakeholders and participating companies.
- Collected and organized feedback from all involved parties
- Provided a final report and risk assessment, along with suggestions for the next phase of simulation testing

THE RESULTS ARE IN THE NUMBERS:

In order to achieve a seamless experience for their patient-centered medicine, many components need to work together smoothly following medical software development. Our client was concerned about gaps in the information flow and operational readiness. We identified 13 necessary pre-launch action items, and 7 post-launch action items to ensure continued success. In addition, we identified 22 potential risks and offered suggestions on how to mitigate them. Our simulations resulted in increased confidence in their readiness to launch plan, including those for future phases of the medication.

IDENTIFIED 22 RISK ITEMS TO THE LAUNCH

100% REPORTED INCREASED CONFIDENCE IN LAUNCH PLAN

13 POST-LAUNCH ITEMS AND 7 PRE-LAUNCH ITEMS FOR ACTION
