workfront

Virtual User Group:
Leveraging Workfront in Healthcare

Tuesday, August 18, 2020

Today's Host

Kate McGuinness

Strategic Customer Success Manager

Workfront

Agenda (ET)

11:00 a.m.	Welcome and Agenda
11:10 a.m.	Workfront and Signant Health *Jeffrey Thell, Director, Business Transformation & Jeremy Inman, Application Developer, Information Technology*
11:30 a.m.	Workfront and OptumRX *Kait Winchell, Sr. Marketing Operations Manager*
11:50 a.m.	Group Discussion
12:20 p.m.	Wrap-up Next Steps
12:30 p.m.	Event Ends

SIGNANT HEALTH

HOW CAN WE HELP YOU?

Workfront and Signant Health – Project Delivery for the Life Sciences

18-Aug-2020

Jeff Thell
Director, Business Transformation

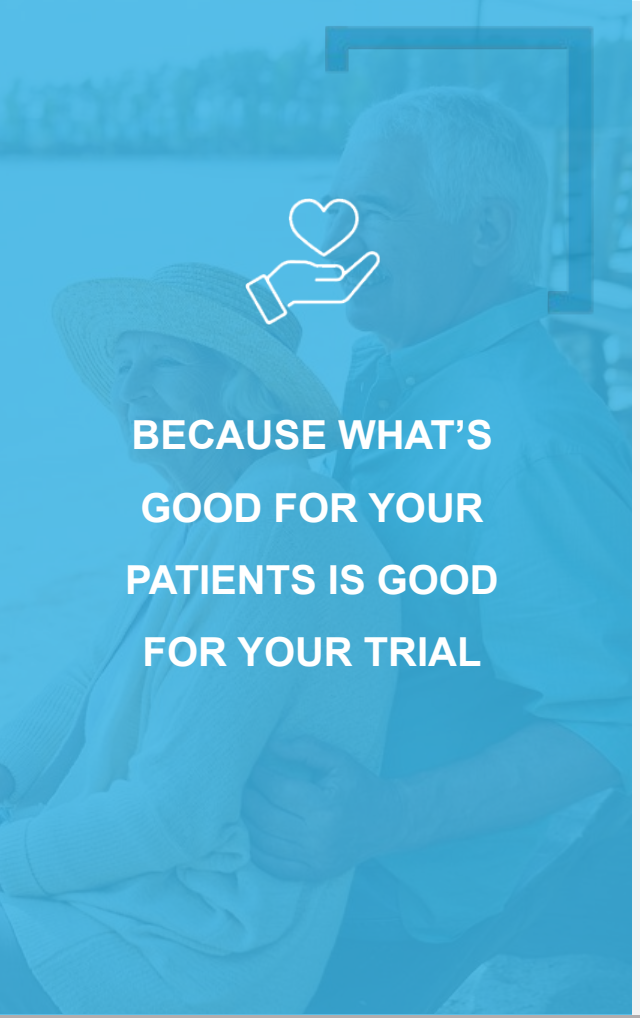
Jeremy Inman
Application Developer, Information Technology

Agenda

- Overview of Signant Health
- Signant Health's journey with Workfront
- Leveraging Workfront in the Life Sciences
  - Demand management
  - Project framework and standards
  - Project delivery and customer communications
  - Resourcing and financial oversight
- System integration
- Questions

© 2020 Signant Health | Confidential

Overview of Signant Health



BECAUSE WHAT'S GOOD FOR YOUR PATIENTS IS GOOD FOR YOUR TRIAL

HOW CAN WE HELP YOU?

We bring together **innovative technology, reliable logistics and scientific expertise** to help patients provide the data quality your clinical research deserves

PATIENT SOLUTIONS

- TrialMax® eCOA
- eConsent
- Patient Engagement
- Sensors & Wearables
- eClinRO

CLINICAL SUPPLIES

- Rapid-Deploy IRT
- SmartSupplies® Forecasting & Planning
- SmartSupplies® Global Inventory Management

ENDPOINT QUALITY

- Data Quality Analytics
- Rater Training
- Clinician-Led Data Quality Monitoring
- Scientific & Clinical Consulting

© 2020 Signant Health | Confidential

WHAT MAKES US UNIQUE

HOW CAN WE HELP YOUR PATIENTS SUCCEED?

TECHNOLOGY INNOVATION

Accelerated our product development roadmap and **achieved unprecedented deployment speeds**

SCIENCE TEAM

Expanded senior management with **proven industry leaders** and experienced **subject matter experts**

UNIFIED SOLUTION

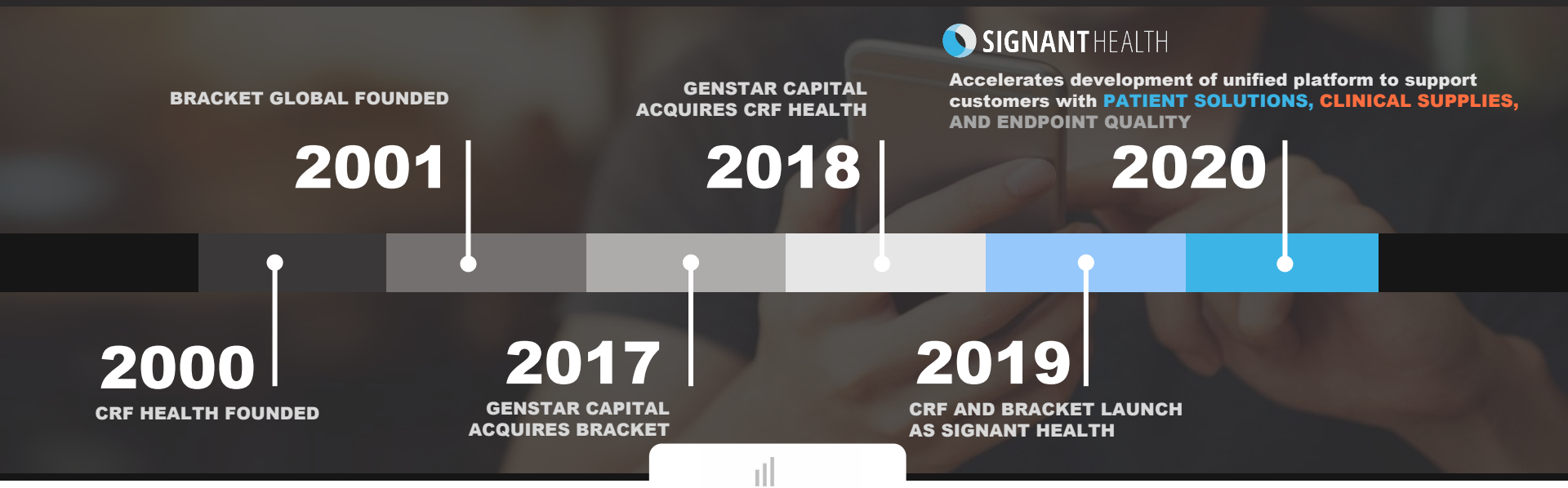
Blended teams and technology into the industry's most **comprehensive patient solutions platform**

GLOBAL OPERATIONS

Responsibly scaled up to improve **quality assurance** and **operational logistics** for global trials of all sizes

© 2020 Signant Health | Confidential

HOW WE GOT HERE



GENSTAR CAPITAL

INVESTING IN CLINICAL RESEARCH TRANSFORMATION

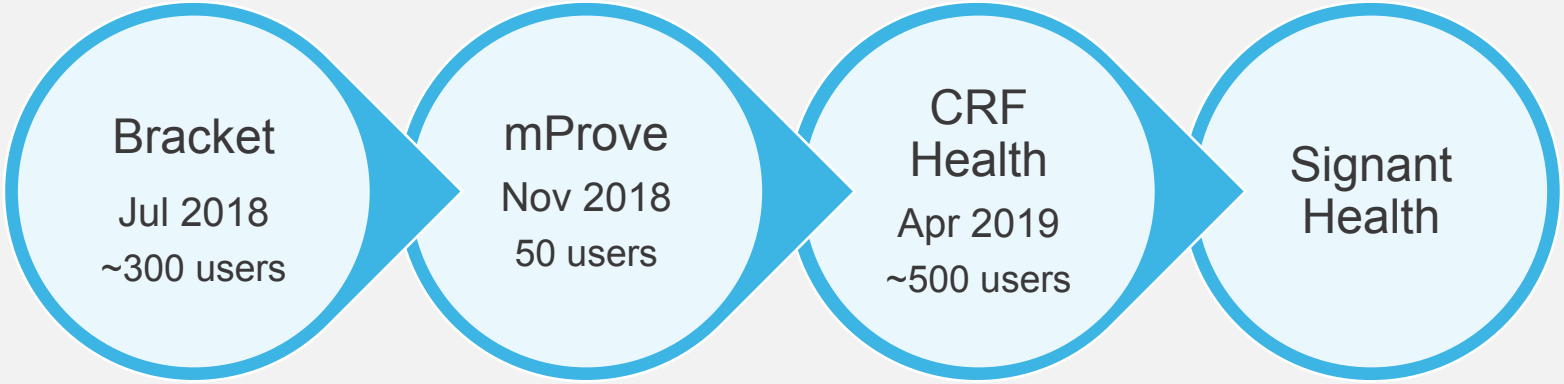
- Technology Innovation
- Quality Assurance and Reliable Operations
- Global Scale and Support

© 2020 Signant Health | Confidential

SIGNANT HEALTH

Signant Health's journey with Workfront

Timeline of Workfront Implementations



Significant investment in partnership with Workfront

Rolled out to over 900 users over 1 year period

© 2020 Signant Health | Confidential

Evolution and Growth

Key developments and enhancements

- Use of project templates and custom forms
- Hours and cost capture at task level
- System integration and data warehousing
- Governance and Steering
- Executive Business Review with Workfront
- Collaboration on Workfront beta functionality

© 2020 Signant Health | Confidential

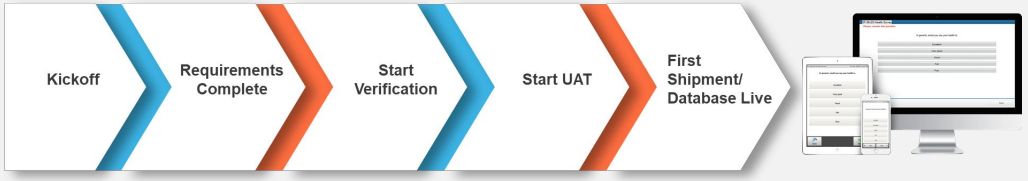
SIGNANT HEALTH

Leveraging Workfront in Healthcare and the Life Sciences

General Best Practices

- Management of timelines and key milestones
  - Project plan standardization
  - Internal and external communication of project performance
  - Making and keeping commitments

- Task management
  - Driving accountability
  - Visibility to ‘what comes next’
  - Capacity management and utilization



- Financial Management
  - Revenue recognition
  - Budget vs. Actual
  - Sales pipeline visibility

© 2020 Signant Health | Confidential

Quality Management Oversight

Benefits of iterative checks throughout startup:

- Identify and resolve quality issues earlier in the process
- Iterative checks require less time than a single, batched check at the end
- Reduced downstream impact (rework and delays)
- Quality Management involved from start to finish of startup phase

© 2020 Signant Health | Confidential

Continuous Process Improvement

Define

Measure

Analyze

Improve

Control

- Establish baseline performance
- Analyze current state
- Run live pilots or conduct A/B testing
- Measure impact of improvements

© 2020 Signant Health | Confidential

SIGNANT HEALTH

System Integration

Core Business Systems

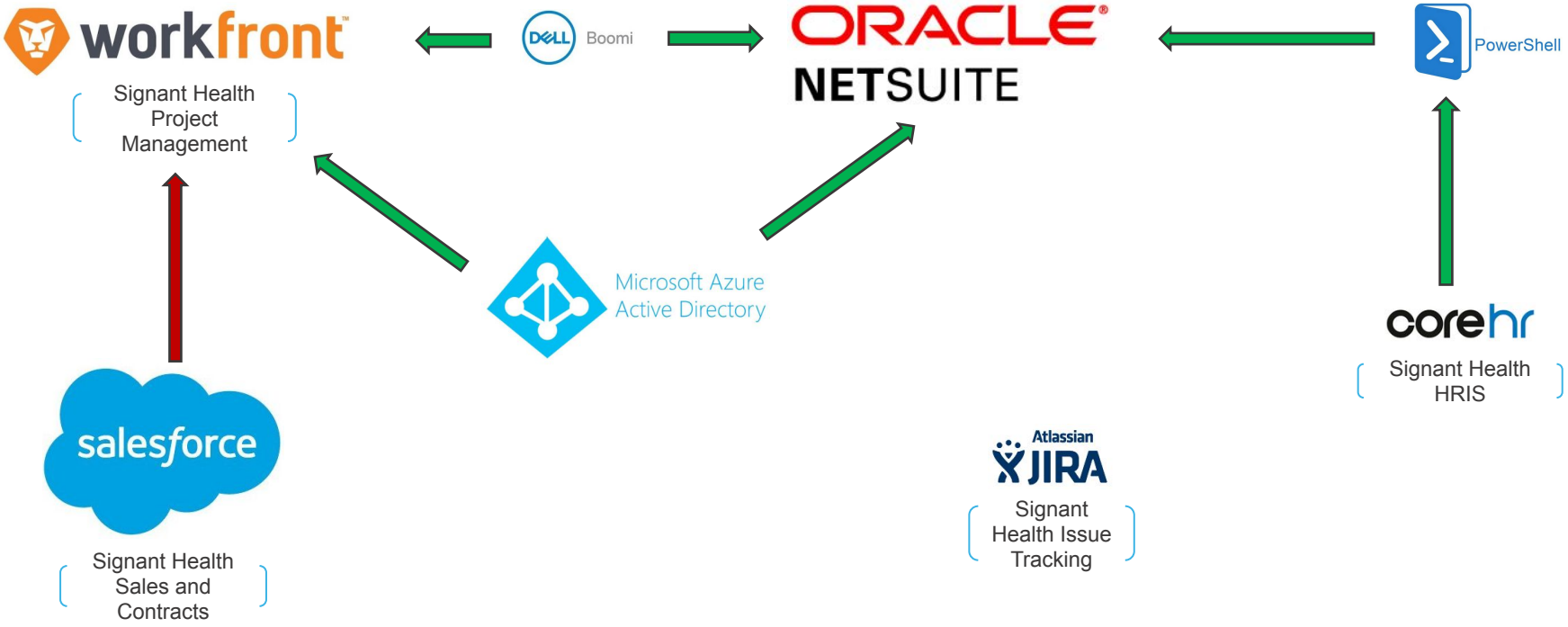
What are our core business systems?

- Salesforce – Primary system for leads, contracts, pipeline and other sales activity
- Workfront – Primary system for Business Operations and Project Management
- NetSuite – Primary system for Financial Operations
- Jira – Primary system for Research and Development
- Dell Boomi – Primary Integration Platform
- PeopleHub – Primary system for Human Resources

© 2020 Signant Health | Confidential

Automated
Manual

SIGNANT HEALTH



© 2020 Signant Health | Confidential

eCOA EXPLAINED
SIGNANT HEALTH

What data is transferred?

- Employee Data from PeopleHub to multiple systems including Workfront
  - Automates User Creation, Updates, and Access Deactivation
- Workfront Program, Project, and Project Task Data to NetSuite
  - Project information is required in NetSuite and we must pass multiple data points
- Project Budget Data from NetSuite to Workfront
  - Budget Data is on the signed Contract that Finance enters into NetSuite
- Item List from NetSuite to Workfront
  - Item master is in NetSuite and Dell Boomi pushes the list to a custom list in Workfront
- Time Tracking Data from Workfront to NetSuite
  - Revenue Recognized Hour Creation, Updates, and Deletions must transfer over to NetSuite

© 2020 Signant Health | Confidential

Questions?

Comments?

SIGNANT HEALTH
THANK YOU
signanthealth.com

“Birds of a Feather” Group Discussions

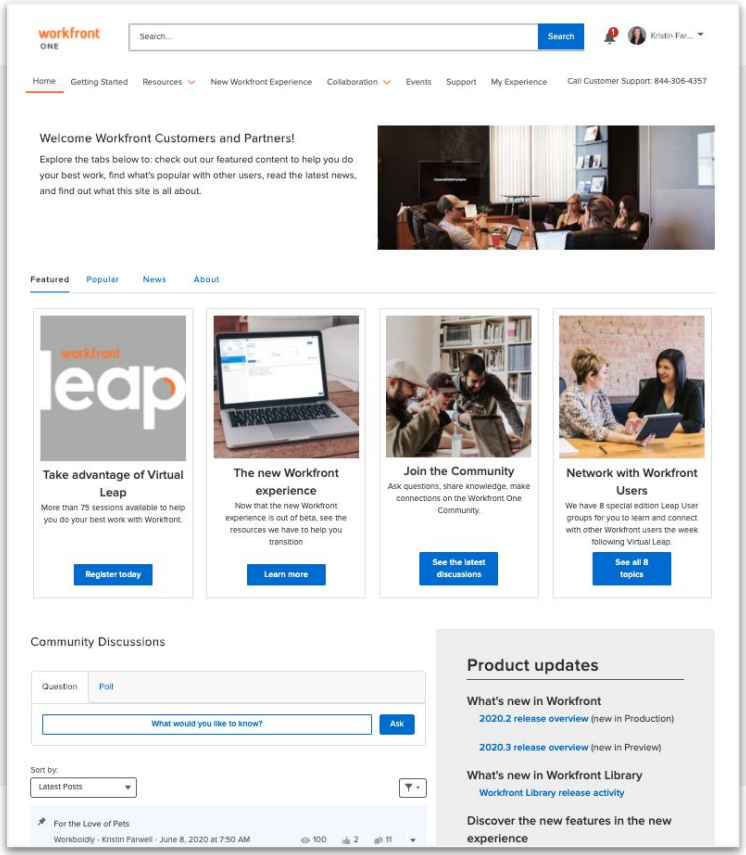
- How do you use Workfront within your organization?
- What questions do you have for others who are using Workfront in Healthcare?

Wrap-up and Next Steps

workfront

Continue the Conversation on Workfront One

- Collaborate with others in a similar industry or department
- Harness the power of your peers to crowdsource inspiration and solutions
- Learn about upcoming events



workfront

Virtual User Groups - Summer / Fall 2020

one.workfront.com/events

- Aug 25: Change Management & the new Workfront Experience
- Sept 15: Agile in Marketing
- Sept 29: System Admin Best Practices

Coming soon!

- *Governance in Workfront*
- *Connecting Strategy to Delivery*

Dive deeper into Leap!

- Over the coming weeks many of our fantastic Leap speakers will be starting a thread on the Community where you can ask them any questions about their sessions.

- Visit the “All Discussions” group regularly over the coming weeks to see that latest conversations!

workfront

Thank you.

workfront