

Realizing Value in Clinical Operations

Partnering with Veeva MedTech Business Consulting enables QIAGEN to measure the true value of clinical operations and drive continuous improvement.

QIAGEN, a leading provider in life sciences and molecular diagnostics, is committed to making improvements in life possible through products and services that enable valuable insights from any biological sample – from basic research to clinical healthcare. To continue on that path, QIAGEN embarked on a digital transformation by implementing Veeva Vault eTMF and Vault CTMS to increase efficiency, compliance, and study acceleration. To optimise system use, QIAGEN partnered with Veeva MedTech Business Consulting to identify clinical performance metrics and establish a framework to guide a data-driven clinical centre of excellence (COE). QIAGEN tied the metrics to the four key pillars foundational to its COE to uncover areas for improvement and create transparency across Clinical Operations. These focal points included on-time delivery, compliance/quality, team, and budget, as part of its digital transformation.

HEADQUARTERS

Netherlands

SPECIALIZATION

Life Sciences and Molecular Diagnostics

COMPANY SIZE

6,000 Employees

500 Products, direct sales in 20 Countries

Three-step Approach to Creating Transparency Clinical Operations

1. Identify KPIs to measure the success of clinical operations transformation

QIAGEN stakeholders and the Veeva MedTech team collaborated to qualify and prioritise clinical KPIs to measure and steer clinical operations, providing a calculation method, data source, and data input for each metric.

2. Baseline data and metrics

Based on the quantification methodology, QIAGEN extracted baseline data from Vault eTMF and CTMS, as well as other systems, to understand current performance and establish future goals. Additionally, a user experience survey was launched for QIAGEN to capture user feedback regarding how the new digital clinical applications impacted daily work routines and gauge efficiencies gained.

3. Leverage insights to drive continuous improvement

Leveraging insights from Vault eTMF and CTMS reports, internal system trackers, and the user survey, QIAGEN set up an advanced logical tracking mechanism for clinical operations. Categorized along the value drivers of on-time delivery, compliance, quality, team, and budget, metrics were visualized by creating a conceptual dashboard with current and target values, inclusive of mitigation strategy. The dashboard will be used to understand traction gained against the four COE pillars and help QIAGEN identify critical areas that may need more focus or resources.

Collaboration for Success

Collaborating on industry best practices and operational recommendations that would help achieve clinical operations and goals, QIAGEN set KPIs that will help leaders make data-driven decisions to improve clinical operations.



Through this work we have been able to get a baseline understanding of our clinical operations metrics and plan to track our performance and progress against the targets we have set for ourselves. This will enable us to better decide what to focus on.

— Kirsty Macleod, Director of Clinical Affairs, QIAGEN

Value Creation

With the system of mechanisms in place, the life sciences and molecular diagnostics company can steer its clinical operations consistently in the context of digital transformation.

The three-step approach enabled a data-driven clinical operations framework that empowers QIAGEN to continuously monitor, analyse, and improve clinical operations performance. Additionally, it helped QIAGEN gain better visibility into its digital transformation journey and establish a Clinical Centre of Excellence.



Learn more about **Veeva MedTech Business Consulting** and how to embark on a digital transformation to get products to patients faster.