Business Partnering for Digital Innovation

Center for Communication Compliance.

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The Results Are In:
The Certificate Program is Proven to Work

The 1st Business Partnering Certificate Program for Digital Innovation was launched in Q418 as a pilot with 25 participants.

To measure impact, the program included pre- and post-assessments of three key tracks: Digital Savvy; Business and Regulatory Acumen; and Communication Effectiveness. Specifically, the program measured:

- Confidence and perceived effectiveness (quantitative)
- Ability to complete a 40-question test on key topics (quantitative)
- Successful application of content, principles and methodologies (qualitative)

There was a 50% or greater increase in both attendee confidence levels and perceived effectiveness across the three program tracks

All participants are twice as confident in their ability to:
- Navigate potentially challenging group dynamics when novel digital initiatives are discussed
- Support viability of digital recommendations based an understanding of the regulatory environment and expectations for compliance
- Engage cross-functional team members in discussions about digital available along the entire value chain

All participants feel doubly effective in their ability to:
- Offer solutions for accelerating digital innovation based on new data, trends and cases
- Share examples for how successful leaders are embracing new and emerging digital technologies

Perspectives on the program from the pioneering class of 2018:

"The timing of certification process aligned with a recent job promotion. The content allowed me to focus time to develop my foundation of digital innovation and business compliance. I used the skills in meetings with my new customers (e.g. marketing, sales, market insight, etc.) to be an active listener to come up with options for the business outcomes they were trying to achieve."
Jessica Pfennig, US Compliance Business Partner, AstraZeneca Pharmaceuticals

"The course was an excellent investment in my professional growth & development. It offered a bird's eye view of standard digital practices, emerging trends in new technology, compliance and regulatory policy considerations and active ways to collaborate with cross-functional business partners with a health tech solution-focused mindset. It was a constructive way for me to prepare as I transitioned to my new role as Vice President at a specialty hub services and technology company providing patient centric support through technology for bio-pharmaceuticals & device manufacturers, providers that enables patients to gain access to complex, life changing interventions"
Andrea L. Wilkinson, Vice President, CareMetx

Quantitative Data: *Self-Assessment in Confidence*

Navigate potentially challenging group dynamics that can occur when new and novel digital initiatives are discussed or examined
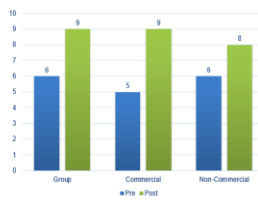
Engage cross-functional team members in a discussion about the digital possibilities available along the entire value chain, from R&D to the market
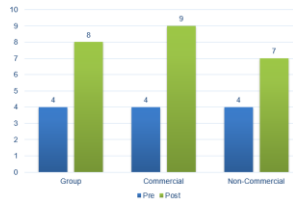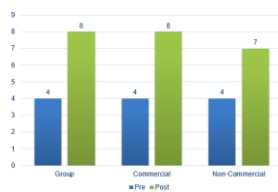

Support the viability of your digital recommendations based on a thorough understanding of the regulatory environment and expectations for compliance
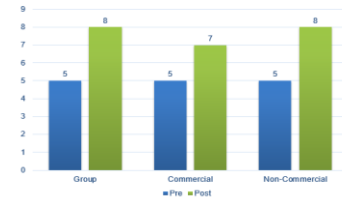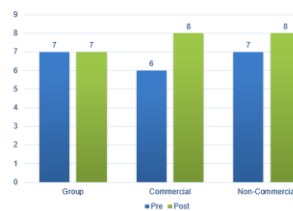

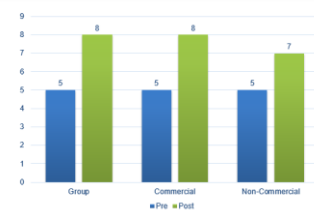
Quantitative Data: Perceived Effectiveness

Offer solutions for accelerating digital innovation based on new data, trends and cases

Customize your interactions with cross-functional team members based on their behavioral and communication styles

Share examples for how successful leaders are embracing new and emerging digital technologies

Qualitative Data: Real-time Application

"I was able to use the information from the business case session that same week."

"I was able to get the team I was on realize we did not have a common, superordinate goal and that's why people were checking out during our meetings. Their issues were not being considered. "

"Better understanding that my communication style was different from my managers helped me understand why I get frustrated. I now have ideas for how to change that "

"We had an opportunity to raise topics and questions during the live calls following the webinar instruction to share experiences and potential solutions."

"I asked a colleague if we could meet to discuss 'the internet of things' and he said, "How do you even know to ask about this cutting edge concept?"'

"As an IT person, I realized that when I bring new technologies to the table, I'm not done. I need to help the team understand how we could get those through regulatory approval. This was not something I had thought about."

Sign Up Now for 2019 Program

Webinar, **Podcast** , **Example of Course Webinar… Plus More Details**

SECTION 1: Understanding the digital environment
- Learning about the digital ecosystem: landscape, players, trends
- Defining technology required for digital maturity

SECTION 2: Aligning teams for efficiency
- Making a cogent and evidence-based business case
- Rallying teams around a superordinate goal
- Mastering fundamental regulatory requirements

SECTION 3: Navigating team dynamics
- Recognizing and adapting to behavioral styles
- Active listening for solution-focused decision-making
- Assessing your own collaboration mindset

Virtual program designed for accessibility and convenience.

Time required: 1-2 hours per week over 12 weeks

TARGET AUDIENCE:

Individuals and teams working on digital initiatives, pre-commercial and marketing products including:
- Marketing, Product Management
- Market Access, Patient Relations
- Compliance, Ethics, Quality
- Medical Affairs, Legal, Regulatory
- Technology, Public Relations
- Relevant for U.S. and International