



blueprism®

Boston Life Sciences Event

April 7-8, 2019

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Design Thinking Workshop Summary

The **intent** of the workshop was to:



Open up participants' aperture on how emerging technologies like RPA, Cognitive and Predictive analytics are fundamentally changing the Life Sciences Industry



Brainstorm on ideas on how these technologies can solve current challenges across participants' lines of businesses



Affinity Mapping to demonstrate how those challenges differ, but mostly are very similar when compared across Lifesciences companies



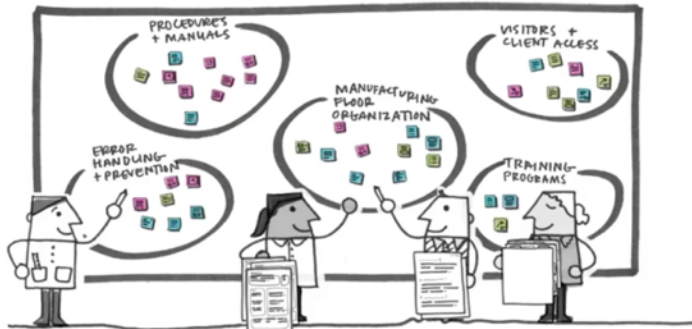
Prioritization grid to develop a foundational understanding of what a typical "Roadmap for change" would look like



Personalized Workshop?

If you are interested in running a **FREE Design Thinking workshop** within your organization to jumpstart automation efforts, please reach out to shikshya.khatiwada@Avanade.com

Affinity Clustering



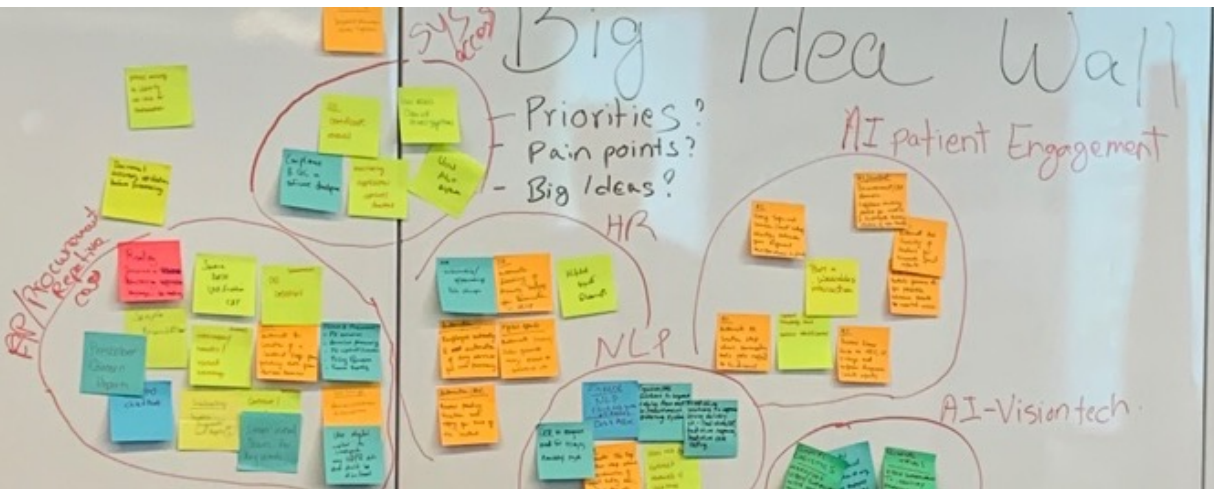
Why this exercise

Patterns are revealed when Teams sort items based on perceived similarity, defining commonalities that are inherent but not necessarily obvious. In this way, you are able to draw insights and new ideas out of otherwise disparate pieces of information

Benefits

- Helps you identify issues and insights
- Reveals thematic patterns
- Facilitates productive discussion
- Builds a shared understanding

Affinity Clustering



Challenges and Opportunities: Major themes emerged

A/P and procurement manual processes

- Source data verification CRF
- PO creation
- PR creation
- Invoice processing PO update
- Policy questions
- Finance reporting
- Intercompany transfers
- Accrual processing
- Cash apps
- Prescriber concern reports
- Keyword matching
- Reconciliation
- GDPR data disclosure
- Vendor "parenting"
- Suppliers' invoice status

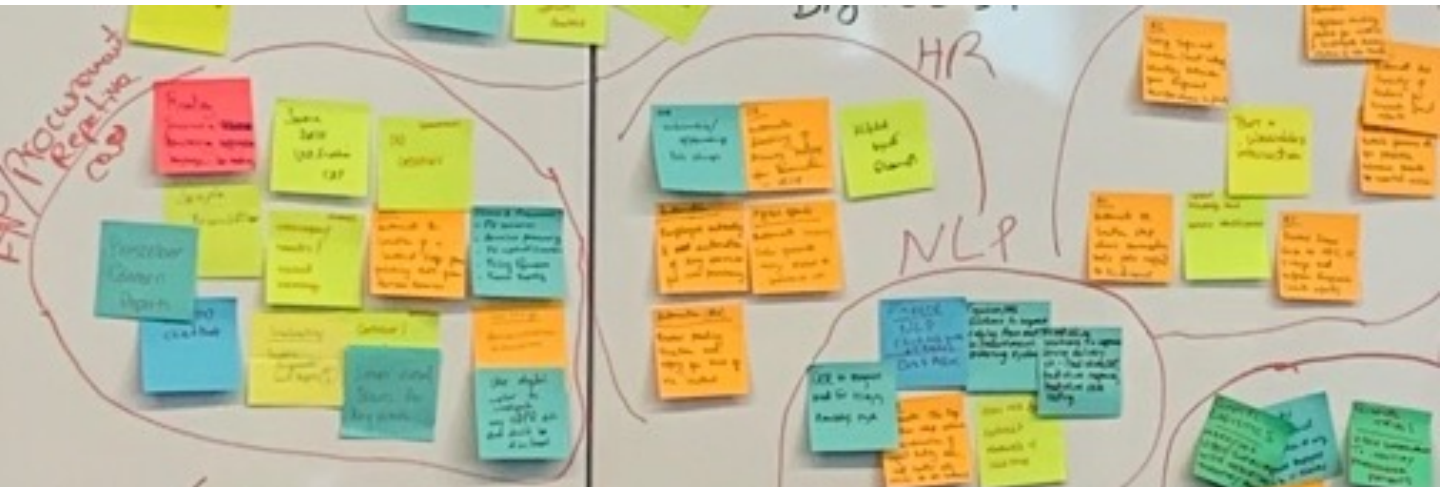
AI: Patient engagement

- Knowledgebase article identification
- Report creation for diagnostics
- Adverse effect identification
- Bot and wearable interactions
- Heat index identification for arthritis

AI: Video surveillance

- Medication inventory procedures
- Anomaly detection
- Identity management for professional patients
- Restricted area access evaluation

Affinity Clustering



Challenges and Opportunities: Continued

System access and authentication

- SSL certificate renewal
- User access cleanup
- Virus alert response
- Monitor application uptime/downtime
- Compliance and QC in SDLC
- Service desk automation

HR

- Onboarding/offboarding
- Role changes
- Automatic badge disablement
- Helpdesk
- Vacation review and approval
- Employee open request status check

Reg. reporting

- RA: digitization and validation of scanned forms
- AE reporting
- Transition from reporting to issue management
- Annual product reports (APR) automation
- Investigation analysis

AI: Contracting and coding

- Knowledgebase article identification
- Report creation for diagnostics
- Adverse effect identification
- Bot and wearable interactions
- Heat index identification for arthritis

What we found: Affinity Clustering

Across different companies:



Operational procedures in the back-office with paper trails and manual reconciliations have the highest level of repetition making them prime candidates for simple automation



Use cases in IT Service Management, HR and Compliance reporting are close second



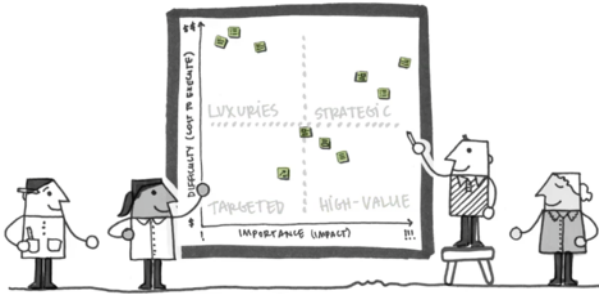
Artificial Intelligence: embedding Cognitive technologies into otherwise manual processes can have outsized impact in strategic business areas like patient engagement and clinical surveillance



Apply it Yourself

- Identify a topic for consideration.
- Gather a data set (research findings, ideas, etc.).
- Record each item on a separate card or sticky note.
- Form a team of collaborators and pick a facilitator.
- Have one person describe, then place, an item.
- Invite others to place similar items in proximity.
- Repeat the pattern until all items are included.
- Discuss and rearrange items as groupings emerge.
- Label the clusters that finally take shape.

Importance/Difficulty Matrix



Why this exercise

Making thoughtful decisions is a challenging, yet essential part of making progress. It is especially difficult to do when you are dealing with various options and differing criteria. A simple 2X2 matrix can be powerful instrument for establishing priorities

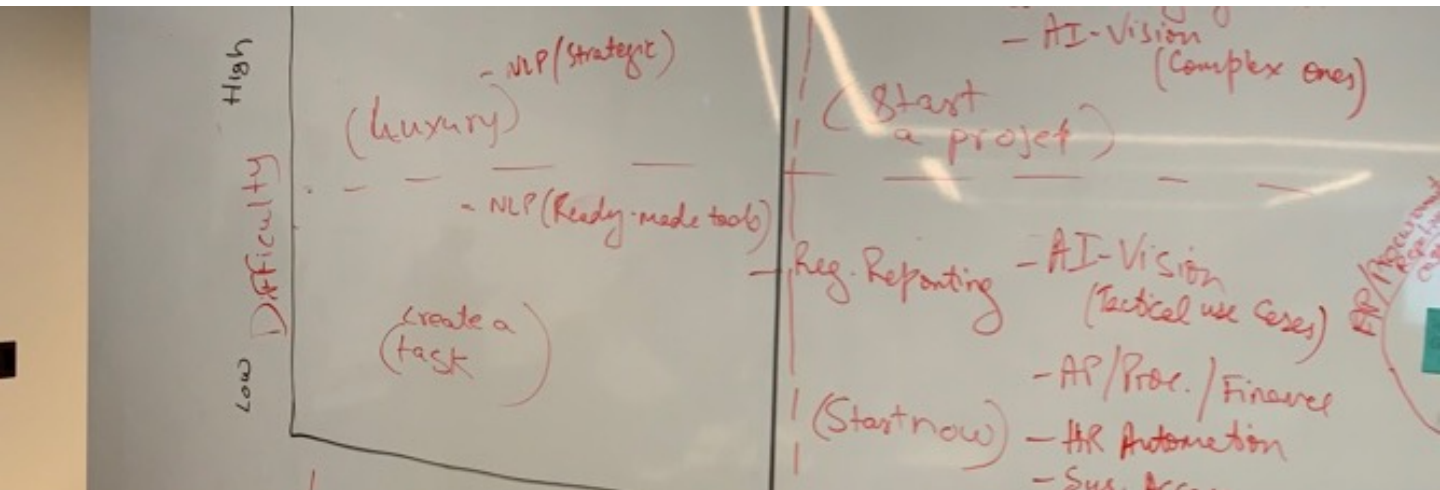
Benefits

- Helps you prioritize items quickly
- Facilitates deliberation
- Resolves differing opinions
- Helps your team develop a plan of action

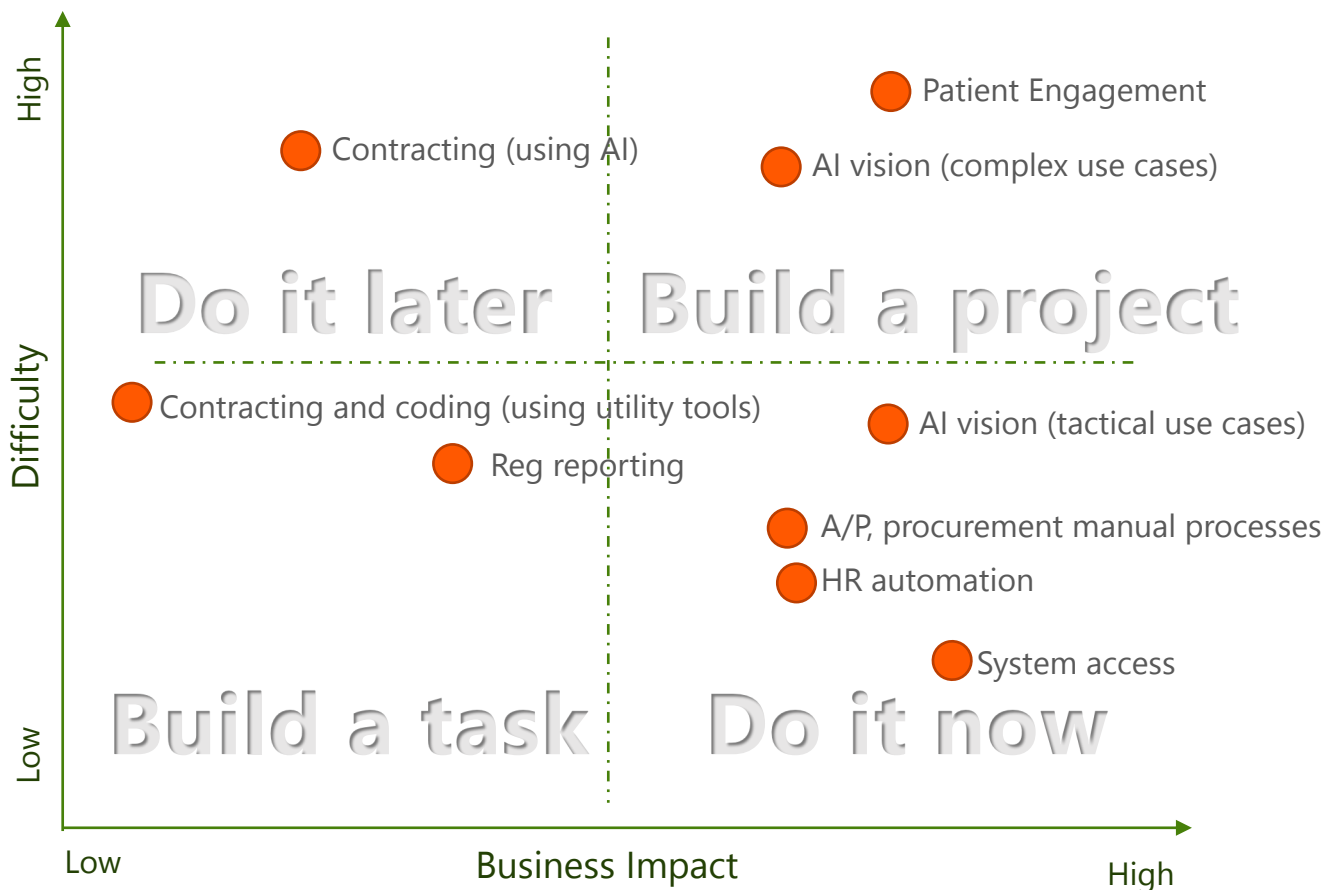
Apply It Yourself

- Identify a project that requires prioritization.
- Make a poster showing a large quad chart.
- Label horizontal axis Importance (or Impact).
- Label vertical axis Difficulty (or Cost to Execute).
- Form a team, and gather data for discussion.
- Plot items horizontally by relative importance.
- Plot items vertically by relative difficulty.
- Consider the quadrants where items get placed.
- Look for related groupings, and set priorities.

Importance/Difficulty Matrix



Prioritize using **POET** factors: Political. Operational. Economical. Technical



What we found: Importance/ Difficulty Matrix

Across different companies:



Large majority of use cases fall in the high impact and low difficulty quadrant making them the easiest initiatives organizations can begin to automate: **A/P, procurement, finance, HR and System access**



The highest impact use cases will require organizations to begin experimenting on well-run strategic projects NOW. Areas include **Patient engagement and embedding Cognitive Vision technology for Video surveillance**



Using already available market utility tools are the easiest and simplest application **for reporting and contracting use cases.**



Use of **Natural Language Processing in contracting**, although viable is a luxury because of unstructured nature of data and maturity of the technology itself, ultimately requiring much longer time to value.

Thank You

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