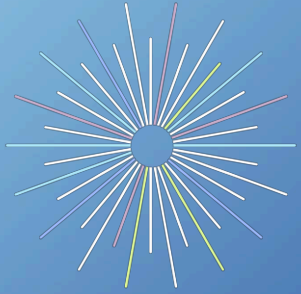
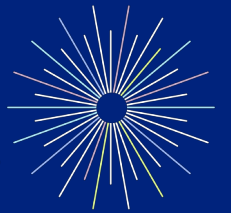


SCDM  Live

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Festival of Opportunity



Establishing KPIs That Matter

Objective

Performance metrics can be powerful drivers of the work that gets done in an organization. A poorly conceived metric can lead to wasted time and investments in low-value activities or counter-productive workarounds. Well-conceived metrics can increase efficiency, shorten cycle times, and reduce the burden of work on study teams.

Given the changes...

- Occurring in data management (shift to clinical data science, new data sources, data workbenches, AI, and more)
- In one's organization (outsourcing, process transformation, or bringing systems in-house)

...are we still using the same KPIs from 10 years ago? It's time to re-evaluate the performance metrics used in your organization.

Discussion Topics

- **Defining the right KPIs** and methodology
- Deep Dive into **specific metrics** that organizations should track
- **Understanding challenges** that you may encounter with KPIs
- Predicting the **future of KPIs** with new technology

Meet the Panelists



**Seema
Agrawal**

Director,
Clinical Data
Management

Takeda



**Tracey
Malloy**

Executive Director,
Clinical Data
Management

Merck



**Dr. Joby
John**

VP, Clinical
Technology & Data
Management

Sitro

Chaired by



**Kevin
Johns**

Clinical
Practice
Manager

Veeva

Poll For Audience

- What is your experience implementing Data Management KPIs before?
 - I have lots of experience implementing KPIs
 - I have limited experience implementing KPIs
 - I have no experience implementing KPIs

Poll For Audience

- How would you rate your company's effectiveness in implementing Data Management KPIs?
 - Our company has been highly effective: We have a clear, data-driven approach, and our KPIs are well-defined and widely used to inform business decisions.
 - Our company has been somewhat effective: We have KPIs in place, but their implementation is inconsistent, or they are not always tied to strategic goals.
 - Our company has been somewhat ineffective: We have struggled to define or implement meaningful KPIs, or they are not regularly used for performance tracking.
 - Our company has been highly ineffective: We do not have a formal process for implementing KPIs, or they are largely non-existent.

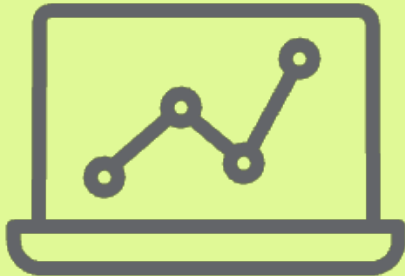
Defining KPIs

Discussion Topic 1

How does your organization establish and manage KPIs?



How have you been able to show value to your organization through KPIs?



How does your organization think about different types of KPIs (e.g., efficiency, quality) and where to focus attention?



Leading and Lagging Metrics

Altitude

Navigation

Airspeed



3 X 3 Metrics – Example of a café

Lagging Metric	Leading Metric	Leading Metric	Leading Metric
Coffee Quality	Quality of the beans	Brew Variables (Ratio/Temp/Time)	Grind Size
Barista Productivity	Speed	First Time Right	Training
Operations Cost	Cost of Goods	Perishable Risk Index	Employee Utilization

How do you think about volume of data as it relates to KPIs?



Defining KPIs

– Q&A



Poll For Audience

One Question:

What metric area are you most interested in hearing about?

- Audit readiness
- Third-party vendor data
- Query management
- Site level

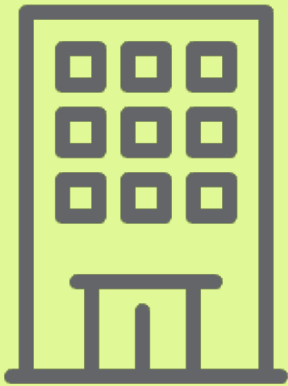
Deep-Dive into Specific Metrics

Discussion Topic 2

What metrics/checks are maintained to ensure studies are audit ready?



Do you establish aging metrics on the third-party vendor data? What does it help you assess?



How are establishing KPIs tied to query management and how has this helped your organization?



What site level metrics have you found useful?



What metrics have you established for eCOA and have they been helpful?



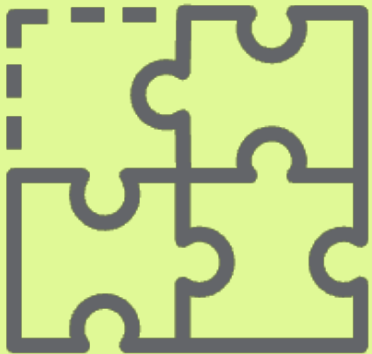
Deep-Dive into Specific Metrics – Q&A



KPI Challenges & Maintenance

Discussion Topic 3

What challenges does your organization face in establishing truly impactful KPIs?



How do you continue to maintain and optimize the KPIs that you are tracking?



KPI Challenges & Maintenance – Q&A



Future of KPIs

Discussion Topic 4

How do you see AI impacting KPIs and how you track those KPIs in the future?



**How many metrics/ KPIs
have you had success
automating so far?**



How do KPIs need to evolve to drive better decision making in the future?



Future of KPIs – Q&A



Thank You!