

The Critical Role of Technology Adoption in pharma R&D

Why Implementation of State-of-the-Art Solutions is Only the Beginning

Implementing cutting-edge technology is just the first step in accelerating pharma R&D. Without a clear strategy for adoption, even the most advanced solutions can fall short of delivering their full potential.

Organizations that prioritize adoption ensure that their investments translate into tangible business value, improved productivity, and long-term success.

Overcoming the Challenges of Technology Adoption is Key to Maximize ROI

Challenges

- Process and tech alignment not fully established
- Manual workarounds
- User change resistance
- Initial immaturity of technology
- Lack of hands-on training
- Workflow and business continuity interruptions

High level Strategies

- ✓ Top-down endorsement with clear purpose
- ✓ Clear and detailed transition strategy, including from project to operations team
- ✓ User feedback encouragement and provision of sufficient training and personnel support resources

illustrative

4 Steps for Successful Adoption

Understand User Concerns

Engage Users early and directly to address concerns and identify potential adoption challenges

Define Change Goals

Establish clear and measurable objectives, KPIs, and milestones – outline what success looks like

Execute Change Measures

Implement structured measures such as hands-on training, leadership endorsement and phased rollouts

Track & Adapt Change Measures

Monitor KPIs and milestones to assess the success of adoption efforts, and refine strategies to ensure long-term success



Technology alone does not drive transformation – people do.

The success of any technological investment hinges on its adoption.



Ready to drive successful adoption?

Let's discuss how we can support you.

Contact us directly on LinkedIn or via email.



Herbert Hensle
Managing Partner
herbert.hensle@vertwo-advisory.com



Markus Heckenmüller
Principal
markus.heckenmueller@vertwo-advisory.com



Sonakshi Bhattacharjee, PhD
Senior Consultant
sonakshi.bhattacharjee@vertwo-advisory.com