

# STUDY BUILDER



## Adoption of DDF @Novo Nordisk


Presenter: *Camilla Kehler (CKN), Product Owner, StudyBuilder*

# Agenda

- Why the need for DDF
- How is DDF implemented
- Adoption of DDF
- Learnings
- Q&A

# Why the need for DDF @Novo Nordisk?


... on the surface we work together  
– in reality, we work in isolated IT bubbles




The **Data Manager** specifies the study design and Schedule of Activities (SoA\*) in the **Metadata mgt. sys**



The **Medical Center of Expertise** maintains the catalogue of in- & exclusion criteria in the **Quality mgt. sys**



The **Disclosure Specialist** enters study design and endpoints for public disclosure into **PharmaCM**




The **Medical Specialist** estimates study cost and feasibility in a **Study Design application**




The **Medical Writer** enters the SoA, endpoints, objectives and in- & exclusion criteria into the **Protocol Template (Word)**

- which leads to **re-creation of the same content** in different contexts - resulting in double work, high need for QC and lack of overview



The **Data Manager** translates the SoA and in- & exclusion criteria into the **Electronic Data Collection sys (EDC, Lab, eDiary etc.)**



The **Data Manager** enters the study design and endpoints into the **SDTM TS dataset**



**Protocol**

4.2.1 Primary endpoint

- Subjects who after 68 weeks achieve (yes/no):
  - Body weight reduction  $\geq 5\%$  from baseline at week 0



**SDTM – trial summary (ts)**

Parameter	Value
Subjects who after 68 weeks achieve (yes/no) - Body weight reduction $\geq 5\%$ . Time frame: From baseline at week 0 to week 68.	



Primary Outcome Measures:

**PharmaCM (for upload to CT.gov)**

- Subjects who achieve 5 or more percent body weight reduction (yes/no) [ Time Frame: Week 68 ]
- Number of subjects.

# The DDF mission @Novo Nordisk => StudyBuilder

StudyBuilder aim to **digitalize** the metadata of the study specification (protocol) to allow for a higher **degree of reusability** and **automation** & limit **manual document driven** work. All as part our '**One Digital Data Flow**'.

We must ensure the users defining the **study protocols** can use StudyBuilder efficiently

We must ensure the users defining digital **study data specification** can use StudyBuilder efficiently

We must ensure the digital study data specifications enable **automation** in our digital dataflow products

We must ensure **adoption and continue support** of StudyBuilder in the organisation



# Opportunity Map

StudyBuilder explores features to meet business's here-and-now needs while establishing foundational capabilities needed to enable and support several initiatives that will drive Development's long-term aspirations



Enabling digital data flow from protocol development to submission and beyond

ALL RIGHTS RESERVED.



# How is DDF implemented @Novo Nordisk?

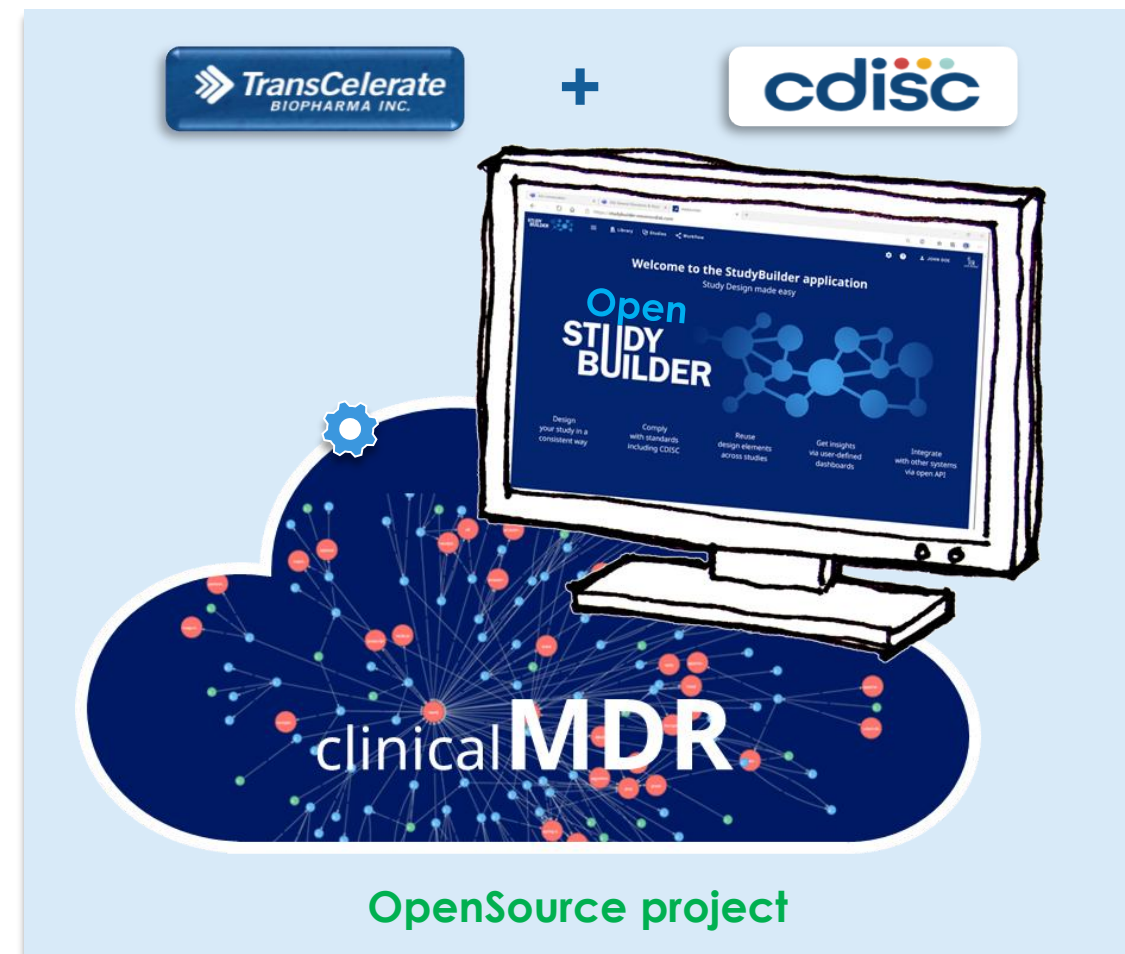
The OpenStudyBuilder is a **new approach** to the study specification process that will:

- Ensure a higher degree of end-to-end consistency
- Have built-in compliance with external and internal standards
- Facilitate more automation

The StudyBuilder comprises three elements:

- **OpenStudyBuilder application**  
(web-based user interface)
- **Clinical Metadata Repository (clinical MDR)**  
(central repository for all study specification data)
- **API layer**  
(allowing interoperability with other applications)

**Link:** [The OpenStudyBuilder at GitLab](#)

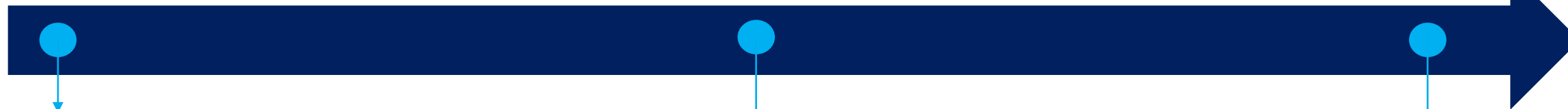


# Implementation & learnings

October  
2023

May  
2024

End  
2024



## First business release (MVP\*):

- All interventional ph 2-4 studies
- Users within Clinical Operations, Clinical Reporting & Data Management Systems and Standards
- Key protocol metadata (SoA\*\*, Study Structure, Eligibility criteria, Endpoints & Objectives)

## Focus on limiting the operational burden

- Support all studies (currently pending ph 1)
- Reduction in parallel work needed
- Expansion of library content
- Connectivity to other systems (resuability)

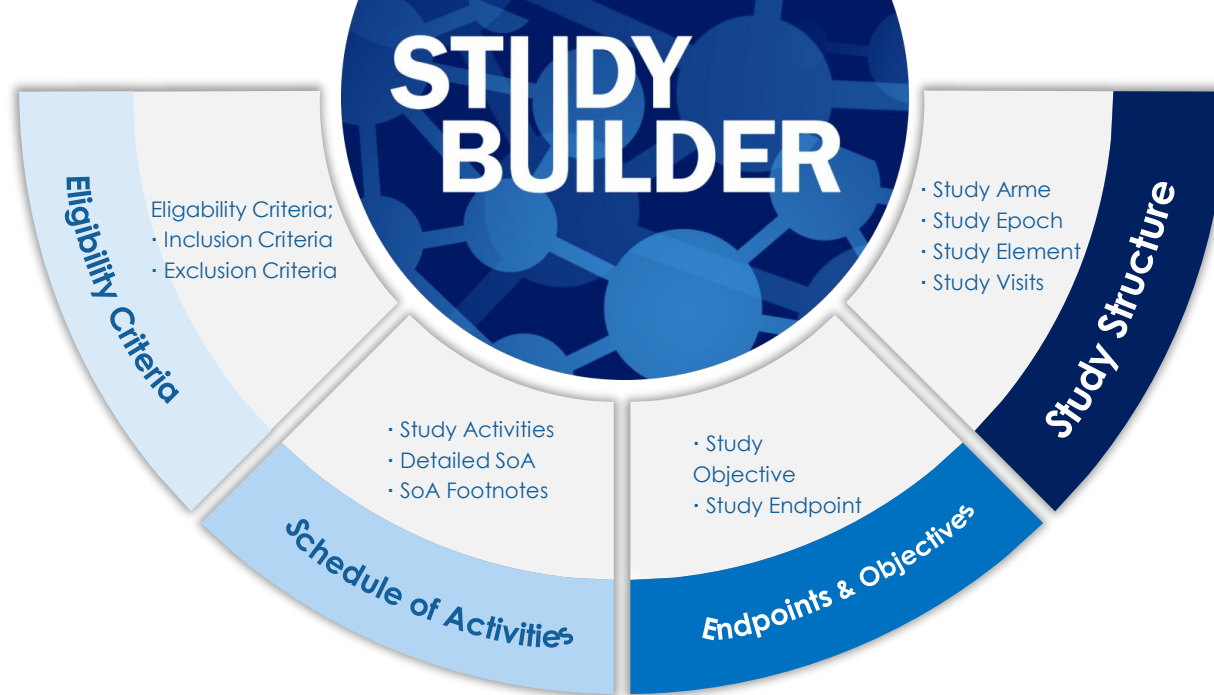
## Reduced scope due to adoption challenges:

- Schedule of Activities (SoA) & Study structure (mandatory)
- Eligibility criteria, Endpoints & Objectives (optional)

\* MVP = Minimal Viable Product

\*\* SoA = Schedule of Activities

# User Feedback...



## System Performance

**Very slow performance** made users believe the application was not working

**Unclear error messages** confuses the users. Is it the system failing or is it a user error

## Missing Functionality

Search engine and filtering

The repetitive creation of generic content from scratch

Possibility to track the progress of the protocol setup

Syntax template presents usability challenges with the syntax templates

## Terminology Issues

Categorizations confused users and lead to incorrect selections

Unfamiliar terms, makes it difficult for users to set-up the Study Structure

Users do not understand the term '**Pre-instances**' as it is used incorrectly.

Users are finding the selection of singular and plural time units confusing.

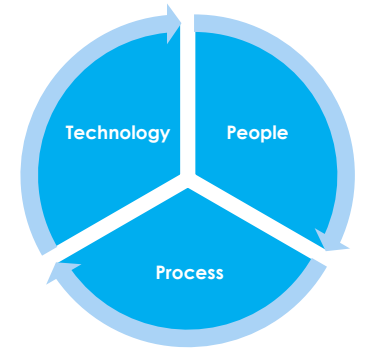
## Navigation Issues

Poor visibility of added or existing content made it challenging for users

The number of clicks required to create content

Unclear cues and confusing iconography lead to faulty navigation

# Summary of Learnings



## People:

- Early involvement of end users is key to ensure successful adoption
- Getting people to work in systems instead of documents requires a large change management effort – training, support, communication and guidance
- Sufficient resources within management, product team and impacted business areas is crucial

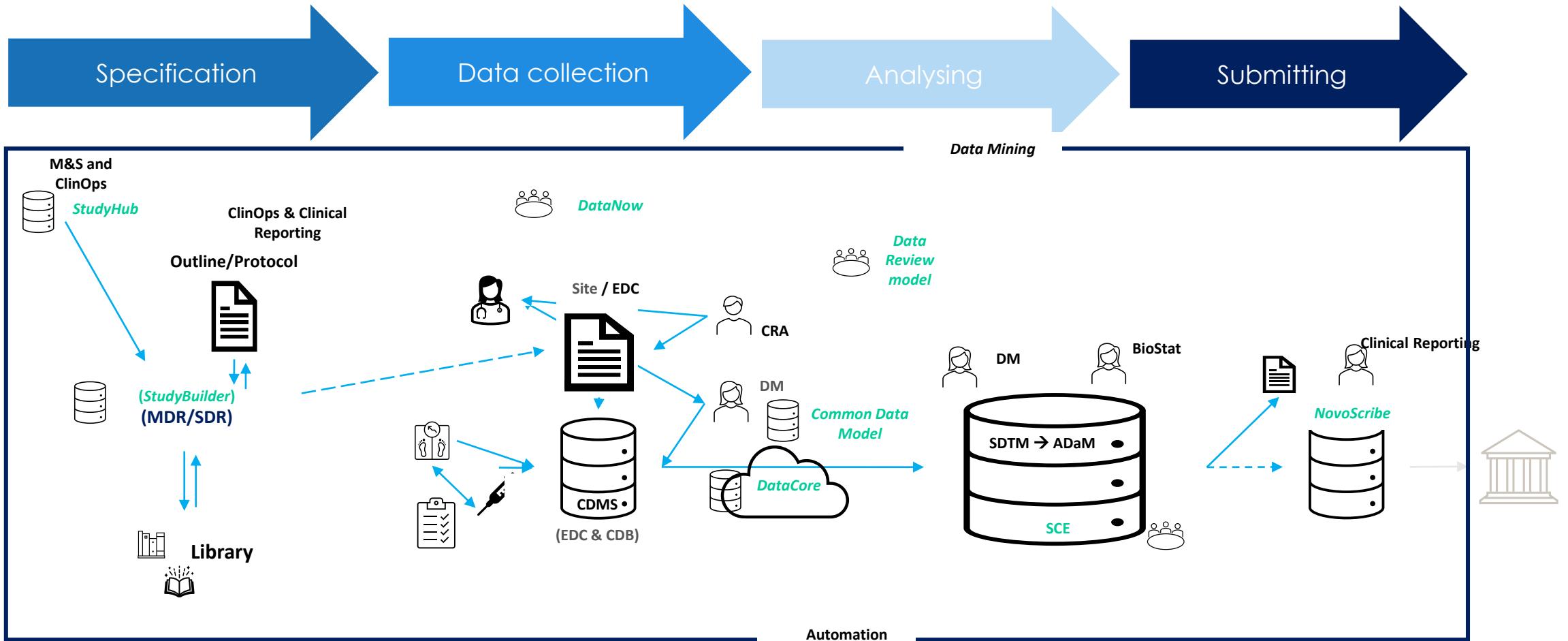
## Process:

- Standardization and sharing of meta data is needed, but difficult to implement
- Keeping releases small and frequent
- Pilot studies speed up the identification of issue, but might prolong the first release
- Clear project ownership is important when implementing a cross functional product

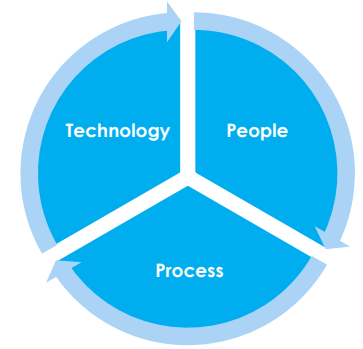
## Technology:

- Clear business value – short time and long term – is essential
- System performance key

# One Digital Data Flow @Novo Nordisk → future system landscape



# Key messages



## People:

- Prepare organisation for parallel work/double work before business value is realized
- Focus on small releases and adjust fast based on user feedback
- Alignment on goals across business units is key

## Process:

- Ensure a robust support setup for the users from the initial release
- Clear processes and responsibility split is essential
- Clear ownership of library and dictionary content is a must – governance as well as maintenance

## Technology:

- Switching from documents to a Digital Data Flow **IS** difficult, but has great potential
- Understanding the benefit of digital tools takes time
- Ensure easy to use technology to ease the adoption

# Contact details

- OpenStudyBuilder:
  - Katja Glass, Open source community manager
  - [katja.glass@glacon.eu](mailto:katja.glass@glacon.eu)
- Adoption of StudyBuilder @Novo Nordisk A/S:
  - Camilla Kehler, Product Owner, StudyBuilder
  - [ckn@novonordisk.com](mailto:ckn@novonordisk.com)