

# Imaginarium



A unique, interactive experience that gives teams the skills to innovate and test novel approaches for designing and conducting clinical trials.

## 3 Easy Steps

# 1

PD Innovation Management supports developing the skills needed to innovate by teaching the easy to learn Design Thinking process.\* Anyone can develop novel approaches to designing and conducting clinical trials - it is a learned skill.



**Empathize** - understand the user experience

**Design** - synthesize learning and create a problem statement

**Ideate** - generate multiple ideas to solve the user's problem

**Prototype** - build an early solution that the user can engage with

**Test** - share the solution prototype with users to test it and get feedback



***“We’re committed to developing drugs faster for less money with patients at the center. If you want your team to solve that puzzle, they should have this experience.”***

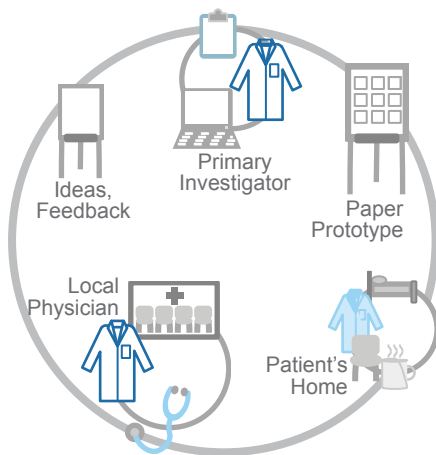
-Shreee Harrison, Clinical Operations Leader

# 2

Participants use the space to conduct testing and to simulate the roles in a trial to better understand the viewpoints of patients, local doctors, mobile nurses and primary investigators, and how they might provide insights to novel approaches and new trial design.

***“The bottom line is we need to bring drugs to patients faster. This experience gives teams the tools they need to start doing that now.”***

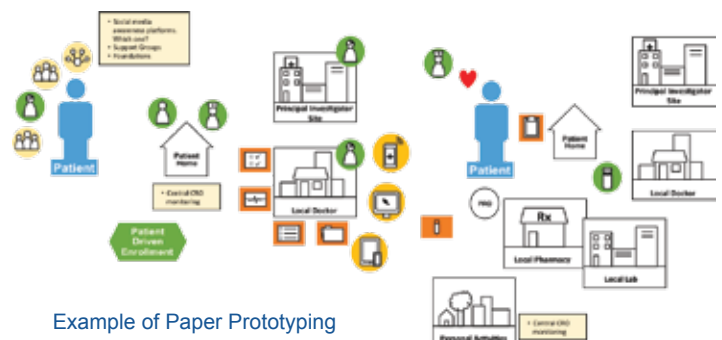
-Oscar Puig, Ph.D, Biomarker Leader, Oncology



The Imaginarium Experience

# 3

The prototype of a solution can apply to how to increase access to patients, endpoints or execution. An output package is developed for the team to continue the work, ask unanswered questions and arrive at a refined protocol.



Example of Paper Prototyping

## Outcomes

- ⚙ Accomplish clinical trials faster than the normal timeframes
- ⚙ Broaden awareness of mHealth and other technology
- ⚙ Improve the effectiveness of clinical trial participation
- ⚙ Increase patient access and recruitment into remote locations
- ⚙ Decrease costs associated with designing clinical trial

## Innovation Management

### Mission

PD Innovation supports the PD and Roche visions by creating an environment where ideas can flourish and quickly grow into adopted solutions that significantly decrease the “cost of success.”

### Our 2014 Focus

- Design** • Evolve our protocol designs to reduce complexity, accelerate cycle times and enable our disease area strategies
- Conduct** • Operationalize future trials that require greater patient specificity and robust long-term follow up that delivers outcomes based data
- Report / Relate** • Integration and advanced analytics of diverse sources of data to enable good decision-making to increase the PTS of one drug development

### Our Approach

- Understand drug development business challenges
- Uncover, evaluate and mature ideas
- Recommend best solutions for teams
- Packaged for simple and accelerated adoption with business owners

## Contact



If you would like to bring your Global Study Team to experience the Imaginarium, please contact:

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