

# Digital Data Flow (DDF) Initiative Persona Toolkit

## Toolkit Overview for Information Technology (IT) Roles



Information Technology  
Leadership\*

Information Technology  
Technical Expert\*\*



### PURPOSE

The objective is to help inform IT leadership and technical experts so they are better prepared & **can more fully realize the anticipated benefits** of the DDF initiative.

The assumptions set out merely compare & contrast a world without & with the adoption of DDF solutions to provide personas addressed in this toolkit a sense of how DDF solutions will impact them. This is not meant to assume that all companies or all clinical trial software or systems will necessarily implement the DDF solutions.

### DISCLAIMER FOR USE

Job titles, roles, & responsibilities can and will vary, often significantly, across companies. This document seeks to outline some discrete tasks commonly performed by the roles addressed in this document – IT Leadership or IT Technical Expert – and explain how DDF initiative will likely impact these tasks.

This document does not seek to address all tasks performed by personas nor does it seek to dictate or suggest to the persona how relevant tasks must or should be performed, as this will vary greatly across companies.

### HOW TO USE THIS TOOLKIT

- 1 Review each component** of the persona toolkit for an IT Leader or IT Technical Expert.
- 2 Understand the purpose and use of each toolkit component.** Sponsor companies can consider this a deep dive to understand how the DDF initiative will impact roles and mitigation factors to enable an adoption pathway for specific roles and their personas.
- 3 Use the persona toolkit as a guide.** The persona toolkit is illustrative and intended to serve only as a guide for sponsor companies. The application of this toolkit needs to be customized to fit your company's context, objective and organizational set-up.

### TOOLKIT COMPONENTS



#### Persona Profile Card – IT Leadership

Outlines the profile for a typical IT Leadership role within the anticipated context of enabling automation of end-to-end data flow from study design to downstream systems. This resource can be leveraged to help IT Leadership understand the benefits and value of protocol data digitalization.



#### Persona Profile Card – IT Technical Experts

Outlines the profile for a typical IT Technical Expert role within the anticipated context of enabling automation of end-to-end data flow from study design to downstream systems. This resource can be leveraged to help IT Technical Experts understand the benefits and value of protocol data digitalization.



#### Partnering Guidance

Provides guidance for how IT and business functions can partner to build a business case for DDF implementation

*\*\*The IT Leadership persona focuses on the responsibilities generally performed by an IT leader in providing technical strategic leadership that would be performed in overseeing the adoption of the DDF initiative within the context of the clinical study design setup. It does not cover the broad swath of responsibilities of an IT Leader in a pharma company. Example role names could be R&D IT Lead.*

*\*\*The IT Technical expert toolkit focuses on the responsibilities generally performed by the IT Technical Expert within the context of the clinical study design setup and does not cover the broad swath of responsibilities of an IT Technical expert in a pharma company. The IT Technical Expert, within this context, can cover the IT Infrastructure Architect, IT Software Architect, IT Business Analyst involved in IT support of study design setup.*