

Rapid Improvement

Case study: hVIVO

Voice of the Customer



SUMMARY

Working with a speciality biopharma company with clinical testing capabilities with human-based analytical platform to accelerate drug discovery and development in respiratory and infectious diseases.

hVIVO were concerned with the level of 'drop offs' through each phase a volunteer will experience from advertisement to actually turning up for quarantine, thus a full Rapid Improvement Event was required to understand the reasons and identify quick win improvement opportunities.

ISSUES UNCOVERED

- Loss of 48% of Volunteers from a volunteer's first interview to second interview
- Further loss of 49% of volunteers from bloods taken
- 3 % of suitable volunteers remain after bloods are taken
- A further 2% of volunteers drop off through obtaining health records
- Further loss of 0.5% of Volunteers through the medical process
- 0.02% of Volunteers will result in a volunteer inoculated in quarantine
 - No utilisation of marketing demographic data to feed into advertising strategies – Not Volunteer specific
 - Document Control – number of systems but none talking to one another

ACTIONS TAKEN

- 7 Phases of the volunteer journey mapped extensively – walked the process
- DILO completed with clinic staff and volunteers to add credibility and supportive data
- Issues uncovered formed evidence for Future State alterations
- Workshops held with front line staff and area managers to agree new processes and procedures
- Knowledge shared with all staff to ensure everyone is focussed on the Volunteer Journey.

KEY IDENTIFIED OPPORTUNITIES

Advertising

- Pipeline and plan restructures improving decision making
- Altered perception to advertisement guidelines
- Re-engagement process for 'ideal candidate' who have previously completed studies

First and Second Interviews

- Facilitated creation of working group to discuss, medical questions exclusion criteria, actually correct, design of website/usability
- Drive for quality over quantity

- Staff hours to be staggered in line with Volunteer demand

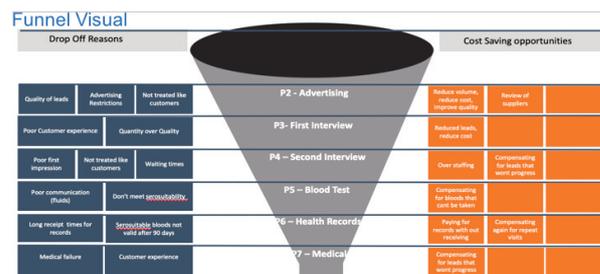
Bloods Phase

- Relaying informative information for blood taking best results to volunteers
- Re-evaluation for criteria of exclusion – Reduce turnover

Health Records

- Reduce timescales through Future State process, do more

earlier in the process to exclude volunteers and reduce waste, use GDPR requirements with GP's more robustly



OUTCOMES

- Identified opportunities to reduce Volunteer drop off rate to improve from only 2 in 1000 to 3 in 1000 within 6 months
- Extensive staff engagement at all levels of the business to understand company position and opportunities (Positive vibe)
- 'Voice of the Volunteer' heard by the organisation to drive improvement - Only 50% of the staff activities contributed to the Volunteer's experience
- Improved marketing strategy by targeting best value areas and individuals based on previous inoculation success
- Transparent and comprehensive understanding of 'drop off' reasons throughout volunteer journey
 - Broken down by phase
 - Detailed associated opportunities
- Sustainability delivered in the form of 4 business champions

TESTIMONIALS

Volunteer Delivery Supervisor: "The ATTAK team have been massively helpful for meet and greet, a lot of ideas have been highlighted and brought forward to the company to get everyone involved. Will really make a difference and improve the volunteer experience"

Associate Director: "The way ATTAK have worked has been extremely useful, there has been no pre judgments on any of our process and they worked collaborate with us. They have engaged and understood our process."