

## CASE STUDY

# Designing an End-to-End Therapy Order Management Process



## Overview

**Client:** Top 20 pharma manufacturer launching first autologous Cell Therapy product

**Situational Context:** Being new to the cellular therapy space there were no well-defined approaches or processes related to coordinating the order intake, payment process, and product delivery for a complex, individualized medicine

**Topics:** Cross-functional Alignment; Distribution Strategy; PO generation and processing; Order Management; Cellular Therapy

## Client Testimonial

*"While we had a lot of very smart people working on our order management process, we were having a difficult time coordinating across teams and aligning on an optimal approach – Nuvera was critical in helping us bring together our experts in developing a single source of truth relating to what we needed to do!"*



## Client Challenges

- Lack of historical precedence within the organization
- Disparate cross-functional teams working in silos
- Differing development timelines associated with key components of the end process (e.g. distribution, manufacturing, IT, etc.)
- Unfamiliarity with the lift associated with creating needed order management platform (e.g. years vs. months)



## Project Objectives

**Goal:** Leverage existing thinking across teams and combine with Nuvera's historical expertise in cellular therapy order management processes to capture, map, and facilitate cross-functional alignment on the end-to-end process for treatment centers to leverage an ultra-specialized therapy



## Project Approach



Broad collection of all current thinking and process requirements



Detailed mapping and alignment to an end-to-end process



Roles & responsibility development and articulation of key enablers



## Outcomes

### Single Source of Reference

Created a strategic planning and alignment asset which carried through the entire process build effort

### Tactical Roadmap

Established a clear list of tactical components needing to be addressed (material creation, SOPs, etc.)

### Parallel Efforts Informed

Information Technology Needs; Staffing; Material Creation; Manufacturing Notifications; Finance