



[Bayer](#) is a Life Science company with a more than 150-year history and core competencies in the areas of healthcare and agriculture. With our innovative products, we are contributing to finding solutions to some of the major challenges of our time.

*"The Playbook provided a comprehensive and well-structured information resource that helps our organization to build a common language and establish a common knowledge baseline for different functions to be able to engage in a more constructive and streamlined fashion."*

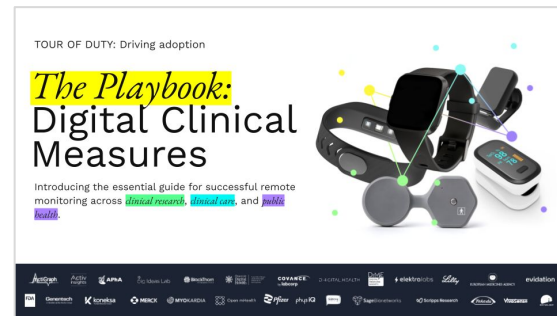
## The Challenge

Several cross-functional working groups have been established within Bayer to establish processes and share knowledge about the use and development of novel digital measures and DCT components in our clinical development programs. We were trying to address several challenges:

- » Promoting the right sequence of steps within cross-functional teams
- » Understanding of validation requirements and how validation evidence is generated for novel digital measures
- » Awareness of operational and data processing challenges that need to be factored into technology selection criteria
- » Promoting patient- and science-focused approaches.

## The Resource

*The Playbook* in its entirety provided a comprehensive and well-structured information resource that helps us to build a common vocabulary and establish a common knowledge baseline for different functions to be able to engage in a more constructive and streamlined fashion. Several functions are able to find valuable information in *The Playbook* slides and either dive deep into aspects directly related to their work or to get a general understanding of aspects related to the work of other functions.



## The Impact

- ✓ Operational efficiency
- ✓ Clear communication with internal and external stakeholders
- ✓ Team education & cohesion
- ✓ Better alignment
- ✓ Greater patient-centricity
- ✓ Resulting in enhanced strategy