Takeda is a patient-focused, values-based, R&D-driven global biopharmaceutical company committed to bringing Better Health and a Brighter Future to people worldwide. Our passion and pursuit of potentially life-changing treatments for patients are deeply rooted in over 230 years of distinguished history in Japan.

> *"The Playbook(s) provided a useful reference and a single place where we could find the answers to many questions as well as credibility to our work."*

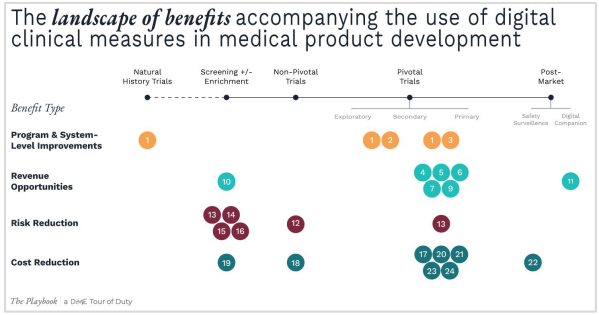
The Problem

We had to create internal educational materials for colleagues and leadership, to enable decentralized clinical trials and to get buy-in and support for our projects.

The Resources

We used *The Playbook* in its entirety as a reference guide as well as the micro playbooks on "Pharma Execs" and "510(k) need for devices" to refine our internal strategy

And, we used the suite of Playbook resources as a backbone for our own Playbook on Decentralized Clinical Trials and to support a dozen or so trials in 2021, leveraging digital devices for remote monitoring, biomarkers, at-home data collection, etc.



The Impact

✓ Project success ✓ Greater patient centricity ✓ Clear communication internally - team ✓ Clear communication internally - execs ✓ Operational efficiencies / faster decision making ✓ Team education and cohesion ✓ Refined / Improved strategy