TRANSFORMATION IN GE HEALTHCARE

MOVING TOWARD COLLABORATIVE AND COMPLIANT PRODUCT MANAGEMENT

A PEGA LIFE SCIENCES CASE STUDY

GE Healthcare is committed to serving healthcare professionals and patients in over 100 countries providing transformational medical technologies and services in a new age of patient care.

Business Goals

- Standardize vocabulary across processes
- Simplify change control and process integration
- Provide end-to-end lifecycle visibility

Results

- Enabled cross-functional change orchestration
- Real-time metrics through defect identification and resolution
- Improved efficiencies through detailed case escalation

> " *We joined silos across supply chain, engineering, regulatory, commercial, etc... with Pega.* "

Lucas de Fabry, Program Manager – Product Identity
GE Healthcare

Vision: Remove Business Unit Silos and Standardize Data Access

GE Healthcare (GEHC) looked to replace their deeply siloed process from product design through product end-of-life. They launched the Product Controllership (PC) Program in response to upcoming worldwide medical device regulations. The Product Controllership Leadership (PCL) application would provide product groups with a tool enabling them to request and approve the creation or update of "PC Compliant" items and data structures. Administratively, PCL would offer case escalation within teams, a more refined case ownership, and oversight of the entire product lifecycle.

Execution: Merging Process and Data Silos Increase Efficiency and Oversight

GEHC selected Pega to eliminate data silos and increase process visibility and accountability. Pega Dynamic Case Management provided a foundation to standardize the management of tasks in each facet of a product's lifecycle that reduced the implementation time and enabled detailed escalation paths. Pega's ability to integrate external systems into internal workflows simplified administration and provided valuable real-time analytics previously unavailable.

Outcome: Using the Pega Platform, GEHC rapidly deployed Product Controllership Leadership (PCL).

Structured Management Simplified

Pega facilitated importing legacy data into PCL from the Master System. The intuitive user interface simplifies the creation or observation of structures and reduced user training requirements.

Improvements in Administration and Accountability

Process administration was simplified throughout the various stages of the product lifecycle. Pega Dynamic Case Management afforded GEHC better granularity into process ownership by product, region, and function allowing GEHC to maintain finer accountability. Increased automation in complex workflows provides a more accurate case escalation within each user's team and across the entire process. End-to-End real-time analytics provides valuable information allowing further refinement of workflows.

ABOUT PEGASYSTEMS

Pegasystems develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available in the cloud or on-premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale.

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