

# Strategies for Increasing User Adoption

Effective change management increases the uptake and value of a new RIM system. Maximize the success of your RIM implementation with these best practices for driving user adoption before and after go-live.

## 01 Secure User Buy-in

### Take Steps to Understand Users' Pain Points



#### Ask Questions Like:

- What's hard to find or do in the current system that you wish were easier?
- What tasks require a lot of manual steps?
- When it comes to upcoming milestones, where could RIM be more useful?

#### Methods:

- Conduct user surveys
- Host 1-on-1 and group discussions
- Identify team champions



It's really important to know your organization.

**Milagros Vitor-Butzen**  
senior director, regulatory operations  
Intellia Therapeutics



## 02 Develop a Change Plan

### Add RIM Features and Users Incrementally



#### Features

Prioritize capabilities based on user and business needs
Don't overwhelm users on day one
Introduce new features as trust in the system grows

#### Users

Start with a core set of users like Regulatory Operations or Regulatory Affairs
Add users by role or functional group, e.g. Clinical Writing, Biostatistics, Nonclinical, and CMC
Engage super users to promote broader adoption



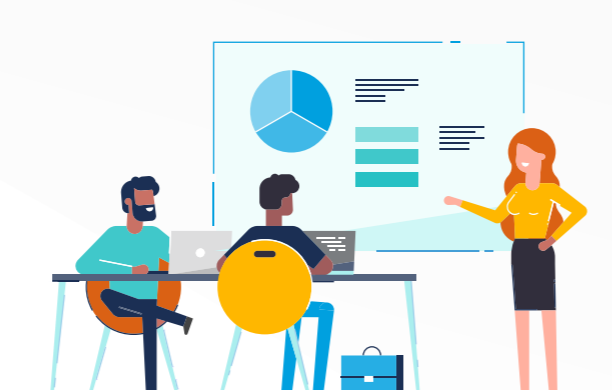
*Work with your technology partner on a detailed phase planning approach*



You don't have to do everything all at once.

**Kirstin Popov**  
associate director, regulatory operations  
Agiros Pharmaceuticals

## 03 Build Skills With Training



#### In-Person Experiences

Connect with users in instructor-led courses and regular lunch-and-learns



#### Learn by Doing

Have users complete tasks themselves during training and screen-sharing sessions



#### Targeted Training

Develop quick reference cards or short videos for specific activities



#### Always Available

Set up office hours and an online resource hub for ongoing support



*Work with your technology partner on train-the-trainer sessions during implementation and hypercare after go-live*

## 04 Reinforce User Adoption



#### Create Incentives to Use the RIM System

Stop accepting documents via email or file-sharing sites

#### Stay on Top of Adoption Challenges

Uncover issues by conducting user experience surveys

#### Leverage Events that Impact Regulatory

Use an application, inspection, or acquisition as a catalyst

#### Understand Executive Needs

Create saved views, modified page layouts, or custom reports to ensure data reaches the right audience

#### Highlight Company-wide Benefits

Reinforce the importance of the new process across the organization



Look for your motivator.

**Kelsey Edwards**  
associate director, RIM and PromoMats  
Turning Point Therapeutics, a Bristol Myers Squibb Company

For more information on how the right technology partner can help drive RIM user adoption, [click here.](#)