Medidata Solutions Worldwide

New York, New York
www.mdsol.com

Results

- Increased reuse of content in online help, manuals, and training materials
- Accelerated localization time of eLearning courses by 60%
- Reduced customer learning curve due to ease of use
- Improved collaboration within the team

Medidata Solutions Worldwide

Accelerated workflow to deliver one voice

Leading provider of cloud-based clinical solutions turns to Adobe® Technical Communication Suite to streamline development of product training and online support

Medidata Solutions Worldwide is a leading global provider of cloud-based clinical development solutions that enhance the efficiency of clinical trials. Life science organizations of all sizes, including 20 of the top 25 global pharmaceutical companies developing life-enhancing medical treatments and diagnostics, use Medidata products in clinical trials taking place in more than 115 countries.

Medidata's advanced platform helps lower the total cost of clinical development by optimizing clinical trials from concept to conclusion including: study and protocol design; trial planning and budgeting; site negotiation; clinical portals; trial management; randomization and trial supply management; clinical data capture and management; safety events capture; medical coding; and business analytics.

Medidata's knowledge management department is tasked with the important responsibility of developing comprehensive documentation and training materials to train, educate, and demonstrate best practices to product users, which include both staff at customer organizations as well as clinicians around the world participating in trials. Medidata's communications team produces a variety of materials, including 15-minute to 1-hour long eLearning courses, online help systems, 1- to 2-minute task-related show-me videos, and up to 400-page training manuals.

With so much content being developed by a team of writers and instructional designers for use in a variety of media, it can be challenging to track the status of content and review processes, as well as deliver a consistent voice and accurate content and writing quality across projects. Medidata turned to Adobe Technical Communication Suite for a solution.

"After years of using various Adobe products for one-off tasks, we determined we needed a more integrated approach," says Nitza Hauser, director of technical communication services at Medidata. "Turning to the Adobe Technical Communication Suite has greatly helped support the work of our large cadre of writers and instructional designers who have a shared goal of collaboratively publishing comprehensive, customizable, and high-quality training and support materials that deliver excellent experiences to the global scientific community."

Across Medidata, teams have an important responsibility in helping customers safely and efficiently bring new drugs to market. "The timely delivery of informative, easy-to-understand, training and support materials is key to getting our customers onboard and supporting them throughout their clinical trials," says Hauser. "This ultimately helps advance their clinical trials as well as drive important Medidata metrics around customer satisfaction and retention."
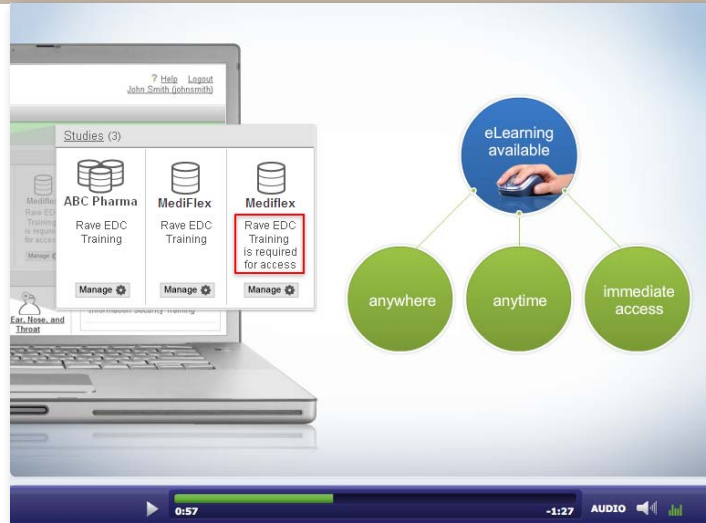
Challenge
- Share single-source content simultaneously across multiple teams
- Reduce localization time and effort
- Streamline workflows in integrated development environment

Solution
- Use Adobe Technical Communication Suite to enable documentation, online help, and instructional design teams to share and repurpose content, collaborate effectively, and accelerate production cycles

Systems at a glance
Adobe Technical Communication Suite. Components used include:
- Adobe Captivate
- Adobe FrameMaker
- Adobe RoboHelp
- Adobe Acrobat®

Adobe Photoshop®

Adobe Soundbooth

Collaborative development from single source data

Initially, Medidata was using Adobe RoboHelp® for creating online help systems, both Adobe FrameMaker® and Microsoft Word for authoring manuals, Adobe Captivate® for recording simulations, and Adobe SoundBooth® for audio editing. Multiple types of content needed to be available for localization and output across multiple formats and channels, including mobile. The goal was to bring greater efficiencies to the knowledge management department in a unified technical publishing framework that would improve collaboration, reduce redundancies, and speed delivery of high-quality content across a variety of media.

When Medidata transitioned to using Adobe Technical Communication Suite, the firm's entire knowledge management department became unified within a single authoring, editing, and production environment, allowing technical communicators and instructional designers to more efficiently share source content.
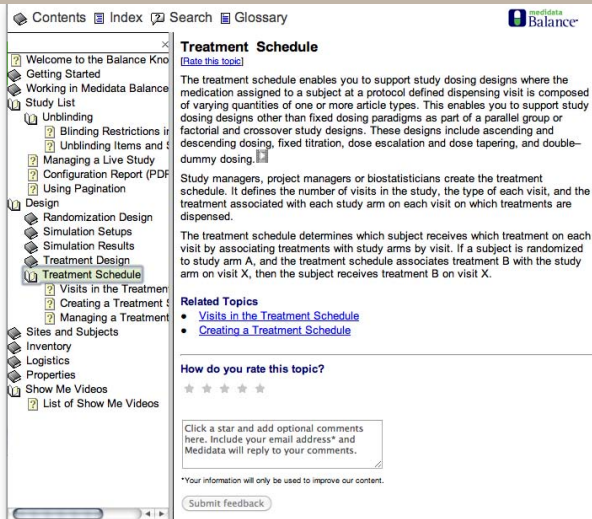
"Single sourcing with Adobe FrameMaker has enabled us to collaborate on projects in parallel, rather than in linear workflows, and helps efficiently ensure that all our materials are written in one voice," says Gwen Tanner, manager of knowledge development at Medidata.

All authoring is now done collaboratively using FrameMaker. In one click, FrameMaker files can be converted to Adobe PDF files, which are used in review and approval cycles and then published as online help systems using RoboHelp as well as PDF manuals. Short show-me video content created in Adobe Captivate and output as SWF files are incorporated into the online help systems built with RoboHelp from the FrameMaker source files. Additionally, content is repurposed into training materials and integrated into the company's learning management system (LMS).

"A key result of our collaborative implementation is that we have fewer meetings—something everyone appreciates—because data is visible, accessible, and reusable across teams. The handoffs are seamless, making our days more productive," says Tanner.

Using Adobe Technical Communication Suite, knowledge management staff work closely with each other in the early planning stages of instructional design and online help development by identifying topics for Adobe Captivate movies, setting up the FrameMaker book files, and structuring projects. Team members select specific topics, assign written pieces, and work simultaneously to eliminate redundancies. Additionally, teams use Adobe Photoshop for image editing and creating graphical elements, as well as Adobe Acrobat® and Adobe Reader to create, share, and publish PDF files.

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Gwen Tanner
Manager of knowledge development, Medidata

Reaching global audiences

As Medidata products are used in more than a hundred countries, localizing 60 different eLearning courses into Japanese as well as Korean, Chinese, and other East Asian languages is an important part of the knowledge team's responsibilities. Previously, using outdated translation processes that were heavily manual, it often took just as long to accurately translate and re-record materials into foreign languages as it did to create them in English—sometimes even longer.

Now, in a greatly accelerated process using Adobe Captivate to handle localization, Medidata's three-person translation delivery team takes the English version of a course, goes to the caption boxes, and drops in the next text. Once a translation has been made—both written and verbal—localized strings are imported using the XML import/export feature. There's no need to rebuild and localize courses from scratch, as Adobe Captivate output is flexible, string-based, and easily modifiable. Using Adobe Captivate, Medidata has accelerated localization by 60%.

Meeting mobile demands

Medidata is now developing training material in mobile format, and plans to port additional eLearning and help material to mobile platforms using the HTML5 capability in Adobe Captivate and Adobe RoboHelp. "As customer demand for mobile training applications increases, Adobe Technical Communication Suite positions us to meet the needs of the increasingly mobile scientific user," says Tanner.

Moving forward, Medidata is looking to produce role-based help files, as the company's product offerings are trending in that direction. Regardless of formats or design approaches, whether for internal or external use, Adobe Technical Communication Suite enables Medidata to rapidly and accurately put forth online help, manuals, and training materials across platforms in a unified workflow and in a unified voice.

For more information
www.adobe.com/products/
technicalcommunicationsuite.html

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