

Case Study: Game-changing Clinical Trial Startup Focused on Scalability

Client Testimonial



Belinda Tan
Co-Founder and
Chief Medical Officer
at Science 37

“Anne came to work with us at a time when we were rapidly scaling and creating several new departments in a short period of time. It was critical for us to articulate and clarify our cross-functional roles and responsibilities, and workflows. Anne came to the rescue. She diligently worked with department teams and leaders, and made sure to listen to everyone’s input. She synthesized a tremendous amount of information and was able to simplify the complex. Anne was a catalyst for our company to get organized at a critical juncture of growth. She helped us take our organization to the next level.”

Engagement Summary



About Science 37 from [science37.com](https://www.science37.com):

“Headquartered in Los Angeles, Science 37 brings together patients, doctors, inventors, thinkers, and doers to make the world a better place. We use science and technology to connect the world with practical solutions. By reinventing clinical research through our decentralized Metasite™, we’ve helped accelerate biomedical discovery and reduced clinical trial costs. Beyond the traditional process, our model is faster, more efficient, and more human: We reach patients directly in the comfort of their homes.”

Scenario

After two years in operation and securing significant funding, Science 37 hired a new COO. The focus became to scale the company’s value delivery and transition from “startup mode” to a more mature approach and org structure focusing on growth and sustainability. Science 37 needed to transform their existing operational model into one that would easily scale with their growing customer base. Perhaps most importantly they needed help with the right approach. The new COO knew who to call and recommended the company reach out to Anne Hartley, AH Consulting.

Services

With a quick ramp up, this engagement realigned roles of senior leaders while identifying synergies and bottlenecks across each of four core business functions. It allowed for the adoption of RACI modeling and system thinking that made it easier to consider the whole picture. This helped identify key tasks (use cases) and collaborative responsibilities across multiple departments of the organization. Deliverables included the core AH Consulting engagement output for each core function, end-to-end playbooks, training framework, organizational alignment and senior leadership training — within four months!

Results

A happy client! In a relatively short timeframe using AH Consulting’s tailored approach, Anne and Science 37 produced usable, structured frameworks inside four core business areas that established shared understanding and a scalability management baseline. This encompassed key tasks with responsible parties and synchronized efforts across other departments, as well as understanding staffing impacts and training needs. In addition Science 37 was positioned to take a deeper dive into scalability planning for the next level of business growth — as well as ongoing operational excellence initiatives.