

How Nobel BioCare Powers their Medical Affairs Operations with Anaqua's ideaPoint Software

Meet Isabel Diterich, PhD, Senior Clinical Research Manager at Nobel Biocare, who has worked at Nobel Biocare for over 14 years and is currently in charge of investigator-initiated trials (IITs) and company-sponsored studies. She has extensive experience in managing innovation and clinical research across different organizations.

In this client interview, Dr. Diterich will share her experience of implementing and using Anaqua's ideaPoint software to manage their medical affairs.



Can you tell us more about your career journey and current role at Noble Biocare?

Isabel Diterich, (ID): I have worked at Nobel Biocare for over 14 years, having joined in 2011.

I started by assisting with the Investigator Initiated Trials (IIT) and Grant program and gradually took on new responsibilities over time.

Currently, I am a Senior Clinical Research Manager in our Clinical Affairs team.

We manage Company Sponsored Studies as well as IIT. I oversee our IIT team, which manages trials that are part of a grant program offered by Nobel Biocare.

What challenges were you facing in managing Investigator Initiated Trials and Grants at Nobel Biocare before implementing ideaPoint?

ID: When I joined Nobel Biocare in 2011, we had an outdated database and system. Accessing the data was very time-consuming because it was disorganized and scattered across emails, online files, and paper documents.

Due to the limitations of our IIT and Grant management tool at the time, we were unable to store all the required information in one centralized location.

We could only store the basic information in the database, and all other documents and data had to be saved externally. As a result, many critical steps happened outside our main system, and it was difficult to keep track of all the activities and information.

Additionally, grant applications consumed our time and resources since it required manual submission and transfer into the system. The grant review process was slow and needed manual reminders to be sent across the team. For decision-making meetings, I had to prepare the presentation from scratch every time.

Given the inefficiencies of our previous software, we were eager to find a more streamlined and effective solution.

"We were really impressed by how the ideaPoint team clearly understood all our requirements and successfully implemented them."

– Isabel Diterich

What was the process for selecting an Investigator Initiated Trials and Grant management platform and how did you select ideaPoint?

ID: After our team prepared a comprehensive document outlining our needs and requirements, we started looking for an up-to-date solution aligned with the specifications.

As part of the evaluation process, we had to present at least three possible options to our decision-making team.

Anaqua's ideaPoint emerged as the clear winner. The decision makers at Nobel Biocare were impressed by ideaPoint's complete package of functionalities combined with its extensive configuration capabilities. With ideaPoint, we now have everything organized in one centralized software. I value organization highly, so this approach was exactly what I needed.

Could you walk us through the implementation process and provide any examples of what worked well?

ID: Before implementing ideaPoint, our team had a detailed document with an extensive list of needs and requirements. We needed multiple system configurations tailor-made for us such as a user interface with different tabs and sub-windows. Transitioning from an extremely outdated system was a bit challenging.

We were really impressed by how the ideaPoint team clearly understood all our requirements and successfully implemented them. ideaPoint covers not only our current but future needs as well. In fact, I have yet to take full advantage of some of the features we implemented.

Additionally, subsequent updates and transitions within ideaPoint were very smooth and efficient. I remember one major system update that happened overnight. The next morning everything was exactly as I expected. These instances gave us complete confidence in the software's reliability.

Once you were up and running with ideaPoint, how easy was it for your team to adapt to the new system?

ID: Once ideaPoint was fully implemented, our team found it incredibly easy to use because of its intuitive user interface. Every feature and function were self-explanatory, making user adoption effortless. Overall, the learning curve for the team was remarkably smooth. Subsequent updates, such as the Drag-and-Drop feature, made it even more user-friendly.

How has the ideaPoint helped in improving efficiency across the different stages of the Investigator Initiated Trials and Grants management processes at Nobel Biocare?

ID: Anaqua's ideaPoint has really helped us improve efficiency across the entire Investigator Initiated Trials process, starting from application submission through review to final reporting.

Earlier, processing 80-100 trial application submissions annually used to take hours of manual data entry. Now, when investigators apply for research support via our ideaPoint portal, I automatically receive all the basic information about their research application. This has been a huge relief for us in terms of saving time. Now, I just need to edit and add information to the application rather than manually filling out the database.

Every time I share the online application form with our investigators, they are so impressed with it. They really like the convenience of having everything available in an online format, where they just need to log in and submit their proposal in quick, easy steps. And, as soon as they press the submit button, I have the application form on my desk. In addition, the applicants can view their past proposals and status on the portal. This has made the entire application submission process easier and more efficient.

The review process is now completely automated. The system automatically sends the daily reminders to the reviewer's mailbox until they complete their reviews. This saves me a lot of time, as I no longer have to manually follow up with people.

Could you share how ideaPoint has supported you in the decision-making process of investigator Initiated Trials and Grants management?

ID: I absolutely love the configurable reports created by Anaqua's ideaPoint. They help me prepare for monthly decision meetings quickly and efficiently. With just a few clicks, I can extract exactly what I need, and my agenda is immediately ready to use. This has been a huge time saver for us.

Before, I had to start from scratch, writing everything by hand on a blank sheet of paper and structuring the report into a presentable format. Now, the basic structure and key information are already in place, so I only need to make minor adjustments. This saves me a lot of time.

At Anaqua, our focus has been on continuous improvement. Are there any new features you're looking forward to in the upcoming releases of ideaPoint?

ID: I am excited about the potential of AI, and I believe this is where some future innovations will happen. I'm currently exploring AI possibilities within ideaPoint and considering how we can incorporate them.

In the future, we may be looking for an ideaPoint solution for our Company Sponsored Studies team as well, which manages a bigger volume of data spread across multiple centers.

Additionally, within our current ideaPoint solution, it would be great to have some additional reports and search functionalities. For instance, having reports around the study types would be helpful.

You have been a client of Anaqua for over a decade. How has your experience of working with the Anaqua and ideaPoint team been for all these years?

ID: Working with Anaqua's ideaPoint team has been a really great experience. Lisa Murphy is amazing—she provides incredible support and responds quickly.

Whenever I reach out, she responds quickly and resolves the issues in less than 24 hours. She keeps following up until my problem is solved, ensuring nothing is left pending. It's really reassuring to receive such responsive and complete support.

About Nobel Biocare

Nobel Biocare is a world leader in the field of innovative implant-based dental restoration. Headquartered in Zurich, Switzerland, Nobel Biocare has a legacy of over 50 years of excellence in innovation with 4.5K+ scientific publications. They offer solutions from single-tooth to fully edentulous indications with dental implant systems, a comprehensive range of high-precision individualized prosthetics, prefabricated prosthetics, and a wide variety of regenerative solutions. Nobel Biocare is part of the Envista family, one of the largest global dental products companies with more than 30 trusted dental brands.



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