



**Haybury**

Case Study:

SCOPE: Securing Industry-Leading Talent

AREA: Digital Health

CLIENT: Top 20 Global Pharma



## PROBLEM TO BE SOLVED

Top 20 Global Pharma engaged Haybury in an **Executive Search** for a new **Clinical Program Lead in Digital Health**.

The role required strong expertise in **digital health** combined with the ability to work within **clinical trials**.

Our client was looking for an exceptional individual who could support the regulatory and clinical development requirements of the digital health portfolio.

This Digital Health Lead would be accountable for accelerating the organization's **Cardio- Metabolism & Respiratory** pipeline to deliver innovative medicines to patients.



## THE CHALLENGE

This was a multi-faceted role, requiring a unique blend of expertise across both the regulatory and digital landscape.

The regulatory framework for digital health is still in its embryonic stages. By developing clinical trials for these types of products on a global scale, the new role would be involved in truly ground-breaking activities.

## THE CHALLENGE CONTINUED

Our client was looking for an exceptional communicator, with strong attention to detail—someone who could share knowledge with the clinical program team in order to drive the digital product portfolio forward. This person would also be responsible for the end-to-end development of the digital asset.

Our market knowledge tells us that very few people have successfully launched digital health products globally which meant the team were looking for a true innovator, someone with an entrepreneurial spirit and pioneering mindset.



# THE SOLUTION

We began by working closely with the client to gain a solid **understanding of the essential criteria** before going to market. After attaining a detailed and comprehensive brief, we conducted a **global market mapping** exercise.

**Identifying the right expertise was key.** We explored organisations including the **Digital Health Alliance**, and compiled a map of companies, which had launched digital products within the specific therapy area.

Our final target company list included top tier pharmaceutical companies, renowned biotechs, digital health start-ups, DTx companies and global medical device organizations.

Utilising our **extensive network for referrals**, we targeted individuals who had excellent experience within a Digital Health environment, as well as strong medical backgrounds and deep clinical trial expertise.

Identifying individuals with responsibility for clinical development, evidence generation related to digital health and E2E development of digital health products was essential.

During the **rigorous screening process**, we assessed candidate's technical capability and were highly attuned to their **interpersonal skills, leadership potential and motivations.**



## OUTCOME & RESULT: APPOINTING OUR STAR CANDIDATE

Appointment of an established digital health professional, from a renowned global medical devices organisation.

Possessing an MD background, this individual had gained extensive experience across global clinical trials.

As a digital, clinical, and regulatory expert, they had developed and launched products within the relevant therapeutic area.

Our star candidate is an avid relationship builder and inspiring thought leader capable of positively contributing to the working culture and future of our client's digital function.

## BENEFIT TO OUR CLIENT



Haybury's global market mapping exercise and **diligent approach** to sourcing **niche expertise**, meant that our client received the **best available talent** the market had to offer.

Our client now has their **ideal candidate** in place, meeting all the requirements of the initial target profile.

The Haybury team presented our client with a range of **high calibre individuals** at **shortlist stage** and, as a result, there was scope for a second potential hire.

Our star candidate is **positively impacting** and **shaping the DTx function** through their technical, interpersonal, and leadership ability.

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