Siemens Healthcare Diagnostics

Product Labeling Modernization

Proposal by Ryffine, Inc.

Contents

Summary

Siemens Healthcare Diagnostics is entering a new phase in its growth as a company, growth which requires the Product Labeling organization to adapt, grow, and lead by contributing accurate, timely, and personalized product information for Siemens customers. The organization needs to be able to respond quickly to market and product changes, in a global marketplace, without sacrificing content quality or usability. It is a perfect time to evaluate the way the company approaches its technical information.

The current information ecosystem in place at Siemens Healthcare Diagnostics is ill-equipped to handle the requirements for creating, managing, and delivering modern product labeling. It is built on a book-based paradigm, with outdated technologies over-reliant on manual formatting, and lacking the server-side intelligence needed for engineered content. Any overabundance of requests for new product information, new feature documentation, or quick turnarounds for translations could trigger in a domino affect that could result in inaccuracies, slowed time-to-market, and/or gaps in information.

Now is a favorable time to define and deploy a modern content strategy at Siemens Healthcare Diagnostics. A recent merger and a related product launch presents the Product Labeling organization a with a prime opportunity to execute on a content strategy befitting the Siemens Healthcare Diagnostics brand.

This proposal describes how Ryffine, with a proven track record of helping companies in similar situations, proposes to guide Siemens Healthcare Diagnostics along a path to a modern, best-in-class information experience for its customers.

Approach

Ryffine has guided many organizations through content ecosystem modernization efforts. We have a proven track record for executing similar transitions, and count many successful documentation organizations as clients. We understand that an ocean of unstructured content is overwhelming, and we have a proven approach for making sense of it all, one step at a time. We emphasize the learning and growth of the documentation *organization* above all. It is the organization that will ultimately put in play the ideas that we bring to the engagement.

Our framework for making a change of this nature contains four high-level steps:

1. Do a **gap analysis** for the upcoming change.
2. From the results, develop a **business case** and **an adoption roadmap** for going forward.
3. **Work the plan** in small increments showing improvement at each one, and iterate to fold in additional improvements.
4. Take the sum of the parts and **deploy**.

Ryffine believes Siemens Healthcare Diagnostics can work our proven approach and achieve success in a relatively short time frame, with minimal wasted energy and less risk than some other contrasting approaches, such as the ones that recommend "just get your content into XML" or "get a CMS."

We propose setting up an engagement to work the first two parts of the approach, and only after discussing any next steps.

Activities

Based on ongoing conversations with Siemens Healthcare Diagnostics to assess the organization's current situation, Ryffine suggests beginning the transition to structured content with two strategic steps that will be critical for a rapid adoption, but one that smartly mitigates risk:

1. A gap analysis to define the future vision, assess the current state, and identify the gap between.
2. An adoption roadmap that folds gap analysis findings into a detailed plan to close the gaps and achieve the vision.

Subsequent phases, which will focus on key deployment activities, can then be resourced, scheduled, and executed.

Gap analysis

Executed correctly, a gap analysis will help Siemens Healthcare Diagnostics cast its *vision* for content, and reveal the crucial actions that need to be taken to achieve the vision. The actions represent a closing of the gap between the current state and the future vision.

A structured content gap analysis focuses on key components of an information development organization:

- content strategy
- information design
- technology framework
- organizational makeup

By identifying the current state of these key areas, the organization can take the necessary actions to improve.

Ryffine's role in this phase will be to lead the following activities, and deliver the resulting artifacts:

Activities

- Preparations for gap analysis, including pre-project discovery and agenda development
- Facilitation of a live gap analysis, on-site with key Siemens Healthcare Diagnostics stakeholders
- Analysis of findings
- Development of recommendations based on findings

> **Important:**
>
> Ryffine's way of working is to involve project participants from both Ryffine and the customer organization from an early stage, and maintain steady engagement throughout. Ryffine will work with Siemens Healthcare Diagnostics to establish a core project team and regular meeting cadence to drive the project forward.

Outcomes & Deliverables

- Findings & recommendations report
- Stakeholder presentation (remote)

Adoption roadmap

An adoption roadmap will be informed by the gap analysis findings and recommended actions, and Siemens Healthcare Diagnostics prioritization of those recommendations. With these details in hand, Ryffine and Siemens Healthcare Diagnostics will work out a detailed plan to travel the road. The plan will include:

- schedule
- sequencing
- resource profile
- monetization plan
- communication plan

Ryffine's role in this phase will be to lead the following activities, and deliver the resulting artifacts.

Activities

- Development of project plan
- Review and revision sessions with Siemens Healthcare Diagnostics core project team

Outcomes & Deliverables

- Project plan document
- Detailed project plan (Microsoft Project source)
- Adoption Roadmap stakeholder presentation, including next steps recommendations

Engagement details

Ryffine proposes a timeline, with estimated costs, for this engagement:

1. Timeline
2. Costs

Details may change based on Siemens Healthcare Diagnostics inputs or delays in contracting activities.

Timeline

The estimated duration for the proposed engagement is roughly eight weeks, based on stated timing from Siemens Healthcare Diagnostics and Ryffine's current resource availability for 2018 Q3.

We propose starting the engagement with preparations beginning the week of August 13, with the on-site gap analysis taking place in Berkeley, CA, during the week of August 20 or August 27.
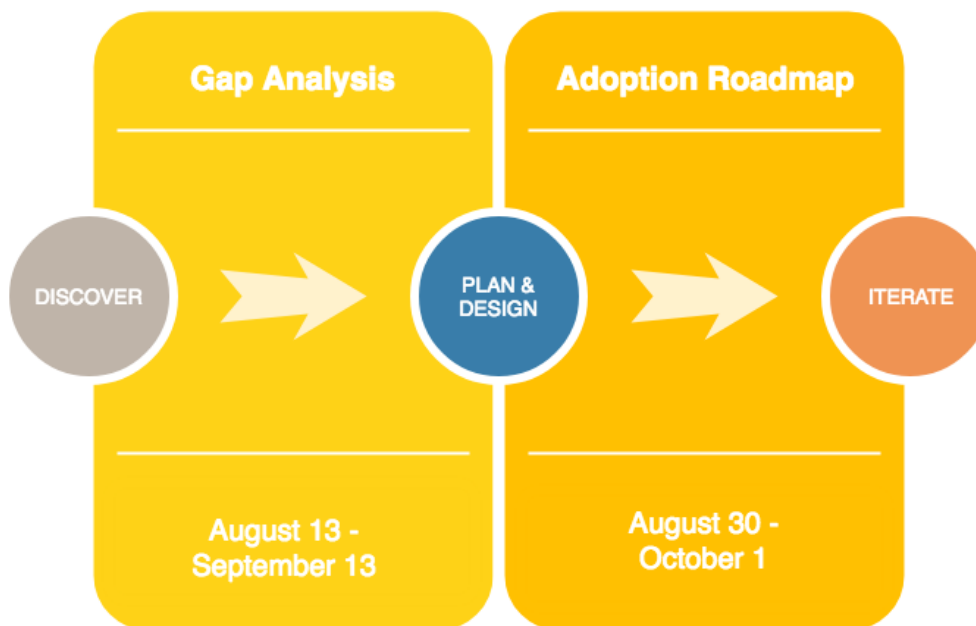
Figure 1: Preliminary timeline

Gap Analysis and Adoption Roadmap activities can take place concurrently, once the Gap Analysis findings are in draft status and being reviewed by the project team.

A more formal, detailed schedule will be developed and provided at the official outset of the project.

Costs

Fixed price costs for each activity, with associated projected deliverables, are shown here.

Activity	Deliverables or Outcomes	Cost
Gap analysis on page 4	• Findings & recommendations report • Stakeholder presentation (remote)	$9,250
Adoption roadmap on page 5	• Project plan document • Detailed project plan (Microsoft Project source) • Adoption Roadmap stakeholder presentation, including next steps recommendations	$10,360
*Travel for (two consultants, two days)		$2,500
Total		**$22,110**

Ryffine will invoice on completion of deliverables for each phase. An invoicing schedule, with dates and forecast amounts can be provided to Siemens Healthcare Diagnostics stakeholders upon request.

* This proposal includes travel estimates, for budgeting purposes. Actual travel costs will be billed.

Contract

Ryffine considers a proposal signed by both parties a legally-binding Statement of Work (SOW). This document can stand alone as the contract, or can also be referenced or subsumed by any Siemens Healthcare Diagnostics-required business documents.

Signature

By signing this document, Siemens Healthcare Diagnostics and Ryffine agree to the terms stated in the proposal. Any changes to this proposal must be made pursuant to a written agreement signed by Siemens Healthcare Diagnostics and Ryffine.

Throughout a project, new information may surface that may necessitate a change in business requirements or a change in the technical environment. These changes may result in a change in project scope and therefore estimated level of effort, project timeline or solution features. Change requests may result in adjustments to this proposal and an increase in the overall costs of the project. All change requests must be made pursuant to a written agreement signed by Siemens Healthcare Diagnostics and Ryffine.

Siemens Healthcare Diagnostics Signature (July 2, 2018)

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Siemens Healthcare Diagnostics

Ryffine Signature (July 2, 2018)

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Frank Miller, President