Nobel Biocare Transforms Medical Affairs Operations with Anaqua's ideaPoint

Nobel Biocare, a global leader in implant-based dental restoration, transformed its medical affairs operations by adopting **Anaqua's ideaPoint®** software. Facing challenges such as fragmented systems, manual processes, and time-consuming reporting, Nobel Biocare leveraged ideaPoint's centralized platform, automated workflows, and intuitive interface to streamline Investigator Initiated Trials and grants management. The result was significant efficiency gains, improved decision-making, and enhanced user experiences for both staff and investigators.

> " *Every time I share the online application form with our investigators, they are so impressed with it.*"

Isabel Diterich
PhD, Senior Clinical Research Manager
Nobel Biocare

CHALLENGES

Before adopting Anaqua's ideaPoint software, Nobel Biocare faced significant operational inefficiencies in managing Investigator Initiated Trials (IITs) and grants:

- **Outdated Systems:** Their legacy database was fragmented, with data scattered across emails, paper files, and online folders.
- **Manual Processes:** Grant applications required manual submission and data entry, consuming hours of staff time.
- **Lack of Centralization:** Critical documents and information were stored externally, making tracking and reporting difficult.
- **Cumbersome Reviews:** Review processes were slow and required manual follow-ups and reminders.
- **Time-Consuming Reporting:** Preparing for decision-making meetings involved building reports from scratch.

> *"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."*
> - Isabel Diterich

NOBEL BIOCARE

Nobel Biocare is specialized in innovative dental implant solutions, prosthetics, and digital dentistry technologies. The company is recognized for advancing dental care through precision, research, and digital workflows that improve patient outcomes and treatment efficiency for dental professionals worldwide.

SECTOR:
Healthcare

INDUSTRY:
Medical Devices

HEADQUARTERS:
Zürich, Switzerland

> "Accessing the data was very time-consuming because it was disorganized and scattered… many critical steps happened outside our main system."

Isabel Diterich
PhD, Senior Clinical Research Manager
Nobel Biocare

SOLUTION: IDEAPOINT SOFTWARE

Nobel Biocare selected Anaqua's ideaPoint after a rigorous evaluation of multiple platforms.
The decision was driven by ideaPoint's:

Extensive Configuration Capabilities: Tailor-made UI with tabs and sub-windows.

Intuitive Interface: Easy adoption with minimal training.

Digital Transformation: Centralized digital access to all trial and grant data.

Automated Workflows: Streamlined application submission, review, and reporting.

Reliable Support: Responsive customer service and seamless updates.

BUSINESS OUTCOMES

The implementation of ideaPoint led to measurable improvements across Nobel Biocare's clinical research operations:

- **Time Savings:** Manual data entry for 80–100 annual trial applications was eliminated.
- **Efficiency Gains:** Automated reminders and digital submissions accelerated the review process.
- **Improved Decision-Making:** Configurable reports enabled quick preparation for monthly meetings.
- **Enhanced User Experience:** Investigators appreciated the streamlined online application portal.
- **Scalability:** Nobel Biocare is exploring expanding ideaPoint to manage Company Sponsored Studies

> "ideaPoint covers not only our current but future needs as well... The next morning everything was exactly as I expected.
>
> **Isabel Diterich**
> PhD, Senior Clinical Research Manager
>
> Nobel Biocare

LOOKING AHEAD

Nobel Biocare is excited about integrating AI capabilities into ideaPoint and expanding its use to other research teams. The partnership with Anaqua continues to evolve, driven by innovation and responsive support.

"Working with Anaqua's ideaPoint team has been a really great experience... It's really reassuring to receive such responsive and complete support." — Isabel Diterich

ideaPoint by Anaqua is a software platform designed to streamline the process of identifying, evaluating, tracking, and managing innovation opportunities, especially through internal and external partnerships and collaboration. By facilitating collaboration, automation, and robust reporting throughout the innovation lifecycle, ideaPoint helps organizations accelerate the development of ideas into tangible outcomes while maintaining compliance and efficiency in regulated environments.

For more information, contact info@anaqua.com

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