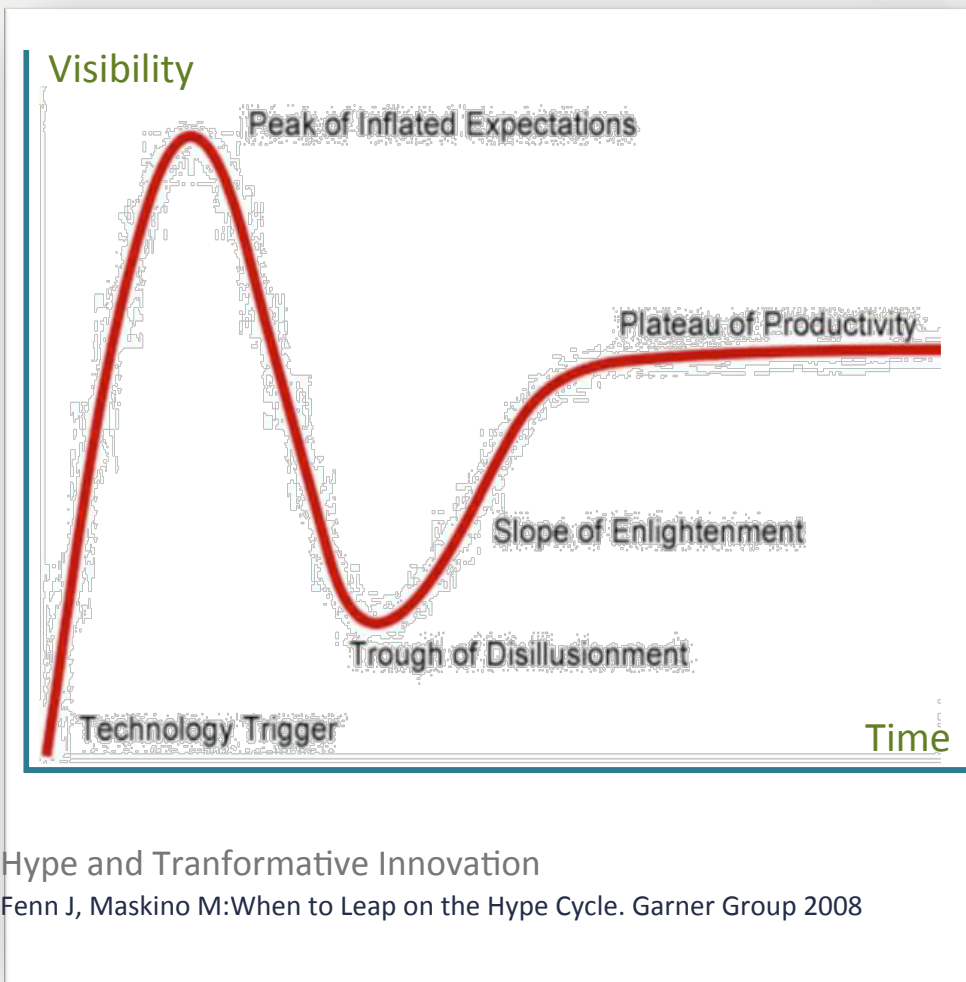


STRATEGIC APPROACH



to Transform Thai FDA to e-Organization



My Experiences in Organizational Change

with Cosmetics Division

All services

- ✓ *more reliable data*
- ✓ *up-to-date data*

Annual fee payment service

- ✓ *13 steps to 3 steps*
- ✓ *16 m-h/d, 22 d/m to 8 m-h/d, 1 d/m*

m-h/d = man-hour/day
d/m = day/month

THINK out of the BOX

- Service Design vs Service Re-design
Are the services in need?
- Process Design vs Process Re-design
Are the processes in need?
Could Robot replace human?
- Integration vs Outsource
Are there any other agencies working on?

Case Study: Pharmaceutical Product Approval

Approval Requirements

- Safety and Efficacy Assessment
Is the product safe and efficient for use?
- Labelling and Pamphleting
What is the required information?
For whom?
- Manufacturing
Do the manufacturing plants comply with Standard?
- Product Journalling
Should the listings of approved products be compiled?

Components

- Strategic **Approach**
- Implementation **Plan**
- Change **Facilitation**

Objectives

To suggest

- a legitimate response
to the National Policies
- a re-establishment of
the efficient & transparent services
- the re-processing of work towards
the productivity & effectiveness

Goal

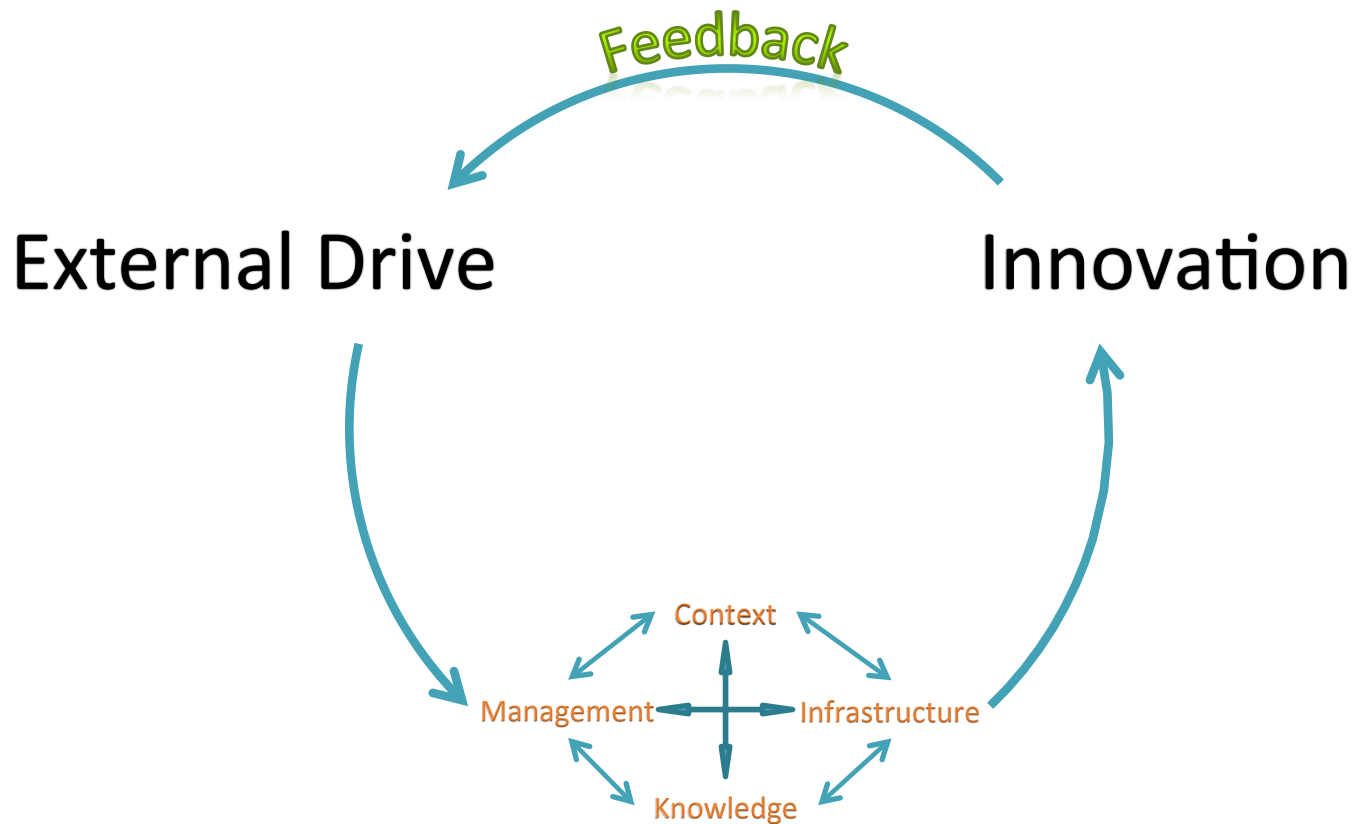
To establish
the paperless environment

- *To enable
the Thai FDA's e-Services*
- *To cut off
the non-productive activities*

Needs for Model

- Identify **elements**
- Identify **relation**
- Identify **relevant components**

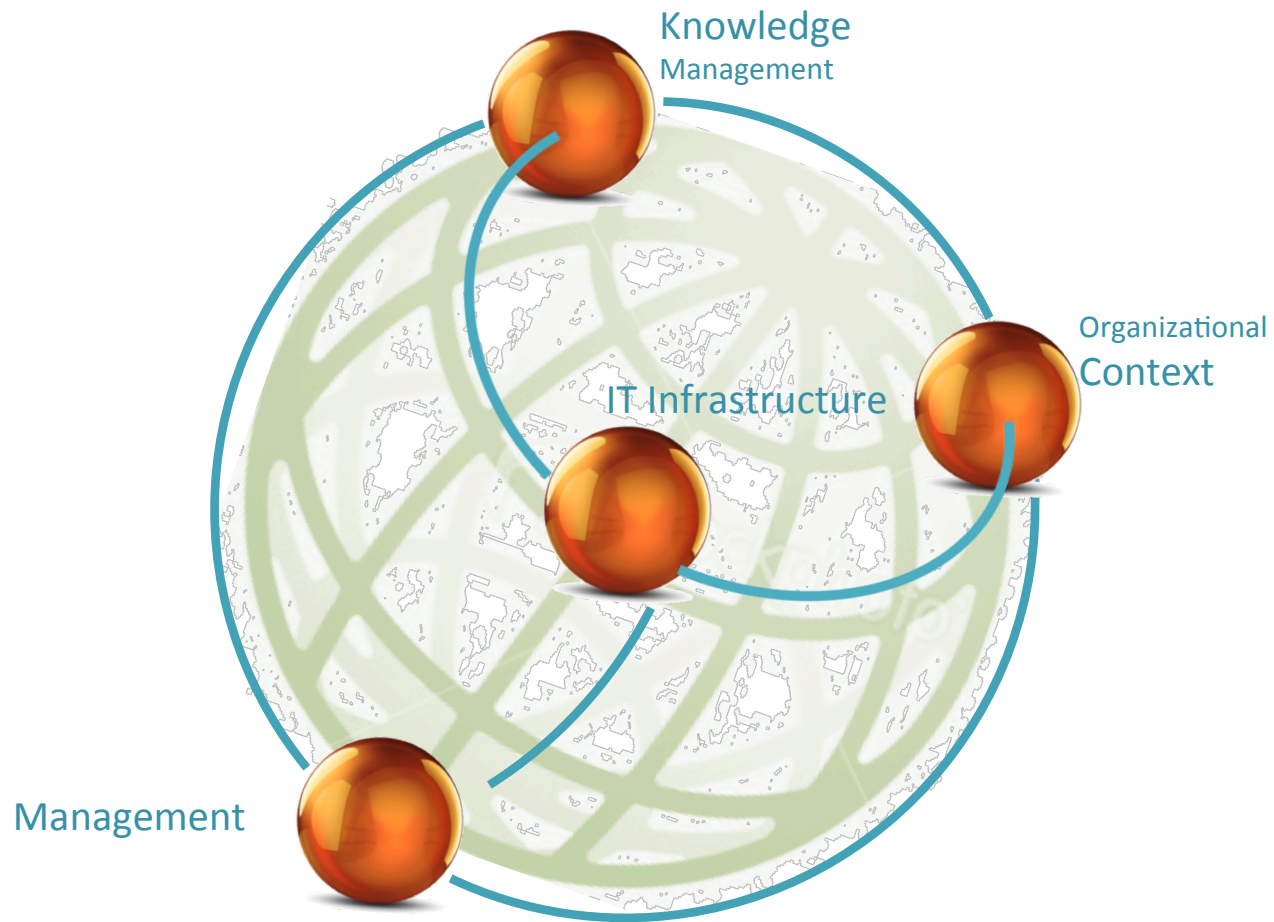
IT-Enabled Organizational Innovation



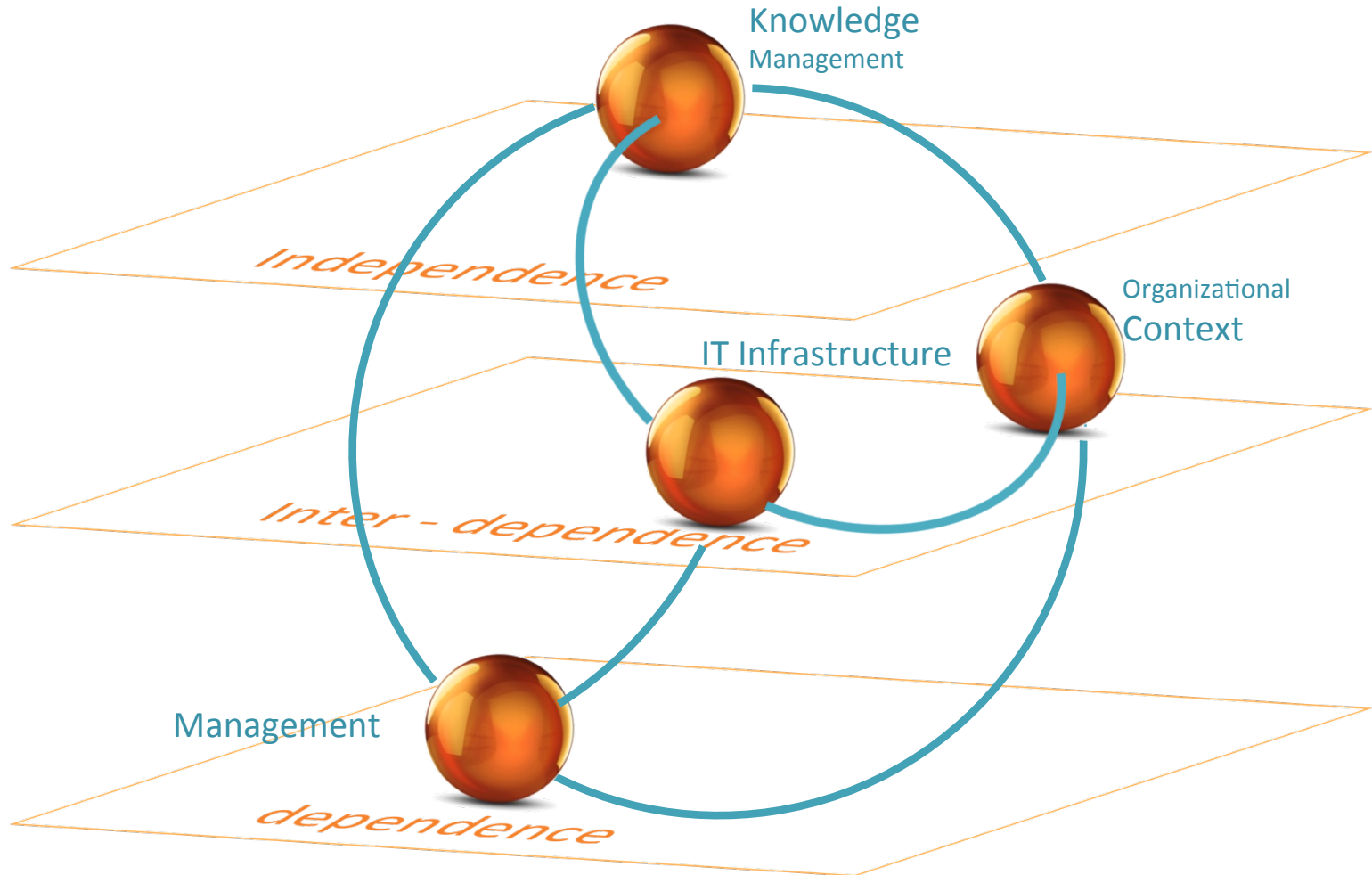
Elemental Relation



Model for Strategic Approach



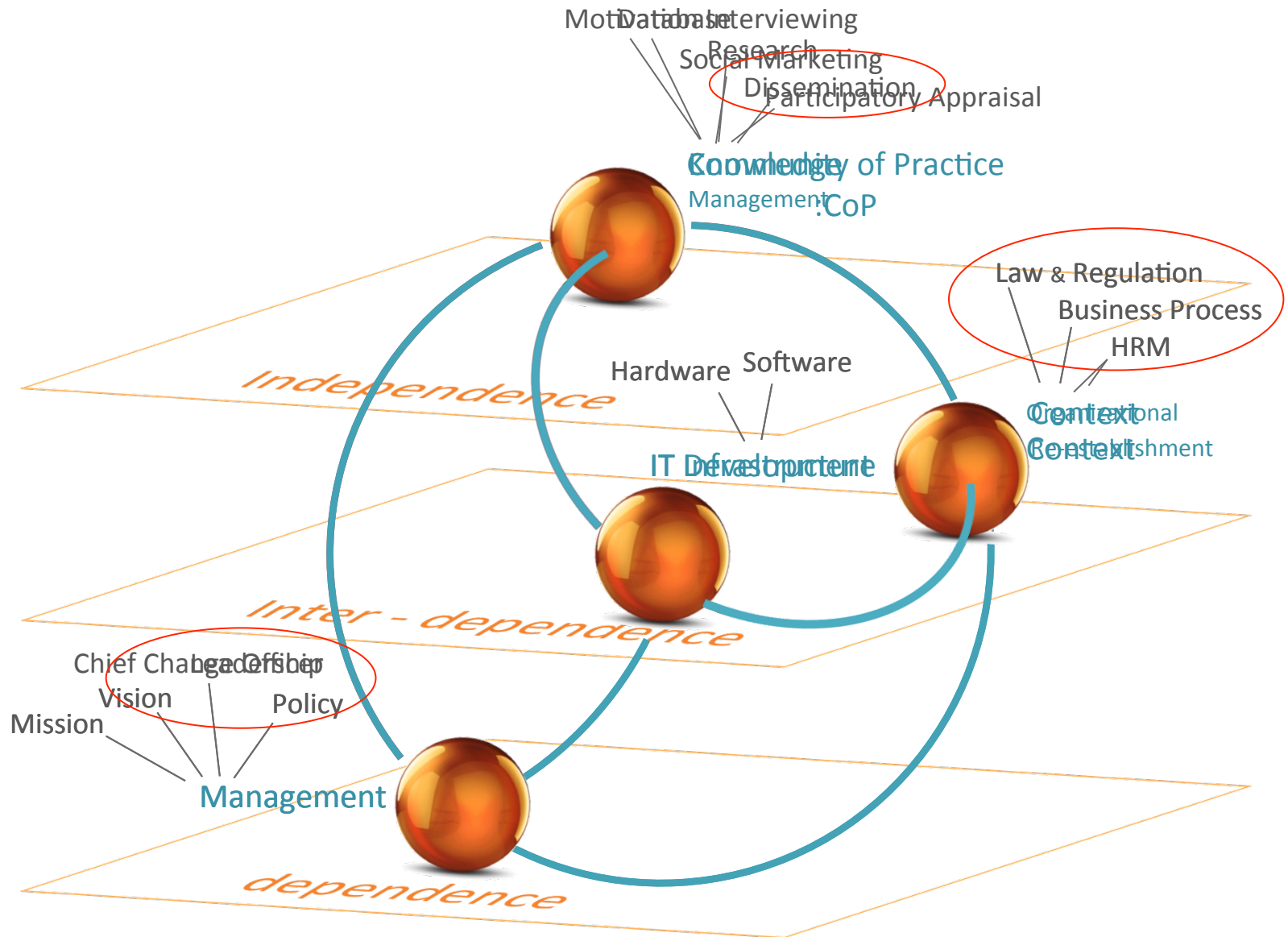
Model for Strategic Approach for NSW



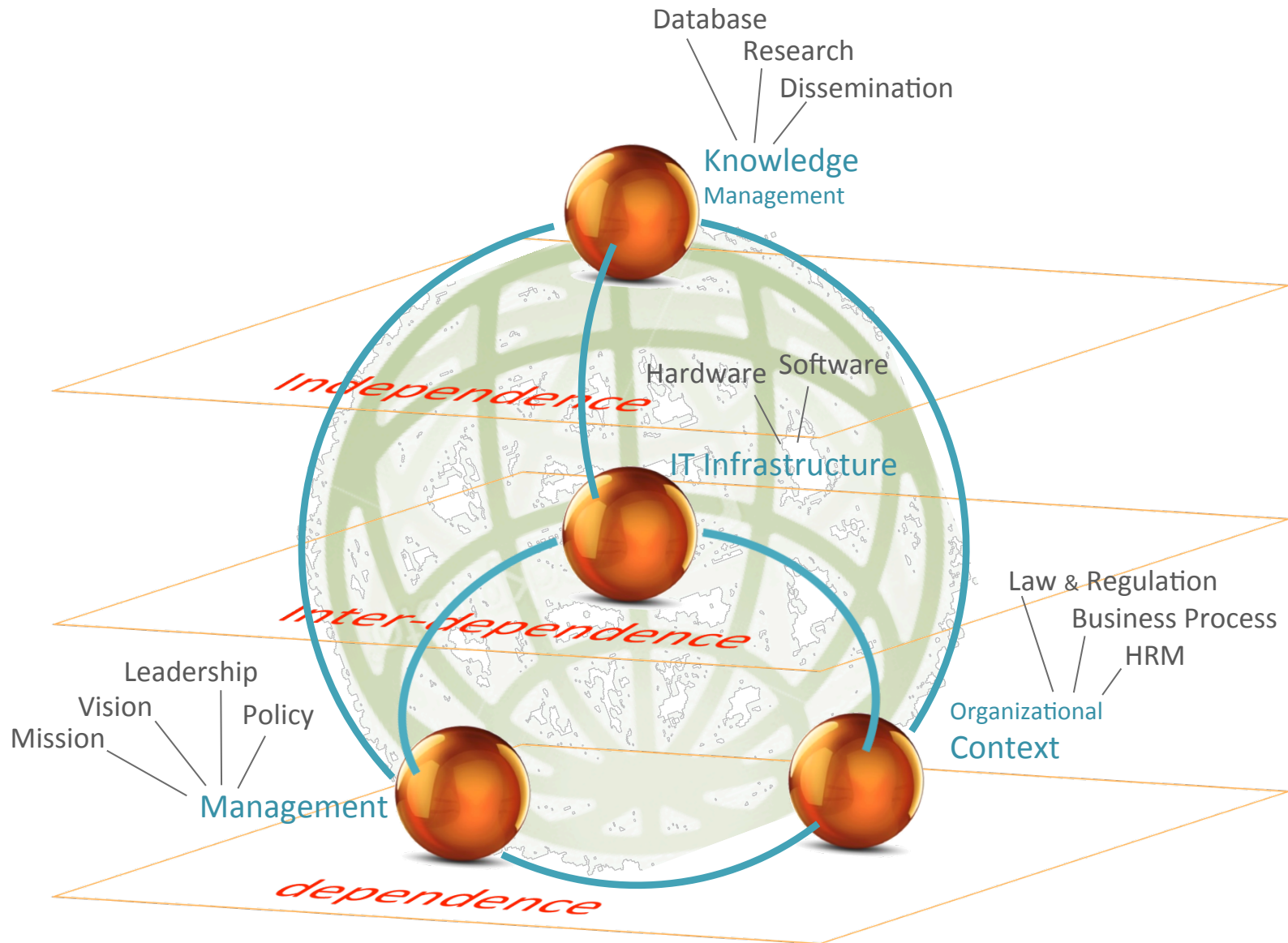
Why Approach?

- Define **Working Groups**
- Define **Relation of Groups**
- Define **Key Components**

Model



Model



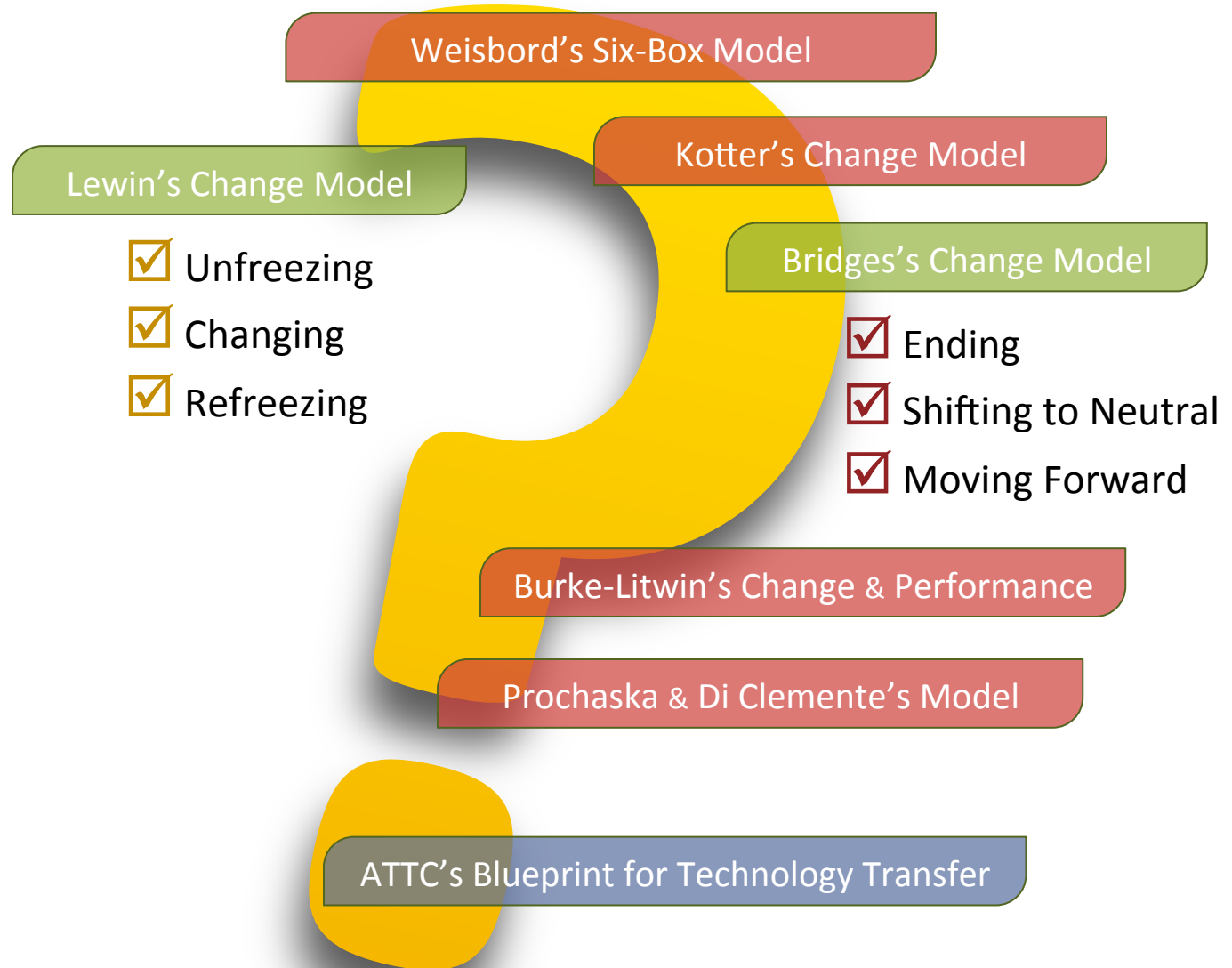
Key components

- Community of Practice
to liquidate resistance and raise participation
- Management
Chief Change Officer, to conduct change
- Context Re-establishment
to redesign business process & regulation

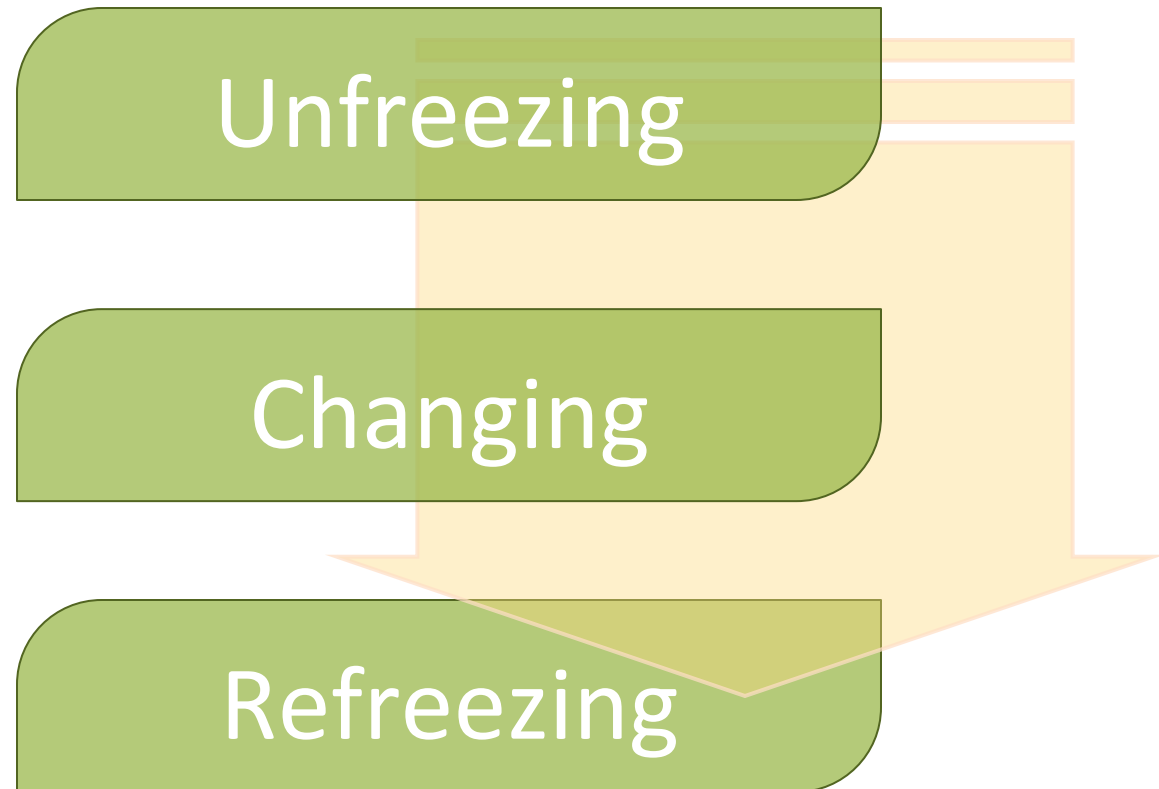
What Plan?

- Define Roadmap/Phase
- Define Key Indicators
- Define Possible Obstacles

Model for Organizational Change



Kurt Lewin's Change Model



Plan Model



What/from Whom?

- Change Facilitating
Top Executives
- Technical knowledge
IT Center

Key Activities

- Communicating Change Policy
Top management
- Monitoring Change
Top management
- Providing Technical Support
IT Help (Immediate Training Help)

What next?

From *e-Service* to *d-Service*

Digital Service

THANK YOU FOR YOUR KIND ATTENTION



Pansak Pramokchon