FOR SUBMISSION TO MANAGEMENT

Decision Paper

AI Strategy Day for Medical Device Manufacturers

Item	Content
Reason	We already use AI, but without a shared plan. Decisions on tools, document formats, data models and contracts are made along the way and later become expensive to reverse. Notified bodies and competitors are getting faster.
Proposal	We book the Johner Institute's AI Strategy Day: a facilitated workshop for our company, on-site or remote. The workshop is held in German.
Outcome	A shared starting point on five levels (strategy, organisation, QM & processes, technology & data, operations); a target in twelve months; steps with a KPI, an owner and a deadline; a list of upcoming decisions with deadlines; a 90-day plan; rules on what departments may initiate themselves. The roadmap is available digitally no later than one day after the workshop.
Participants	3 to 10 people, including at least one person with budget and authority to give instructions for the implementation (recommended: management)
Time Required	Preliminary call 60 min · questionnaire approx. 30 min · self-assessment approx. 10 min per person · workshop 1 day (or 2 × 3.5 h remote) · follow-up 60 min
Cost	Remote €9,800 net · on-site €10,300 net (incl. €500 travel expense allowance) · each plus VAT
Alternatives	(1) Do nothing: initiatives remain uncoordinated. (2) Internal workshop without facilitation: lower cost, but without a method and without an outside view. (3) Strategy concept by consultants: higher cost, less ownership by the team.

Recommendation

Book the AI Strategy Day in the format

☐ on-site ☐ remote

Date by

Decision

☐ approved ☐ rejected ☐ deferred

Date, name

Signature