



case study



# in under one week in response to client's crisis event, medical information contact center (MICC) overflow solution was successfully deployed and preserved customer satisfaction

**Learn how our team of experts rapidly implemented a global MICC solution to support a large, multinational pharmaceutical client with a product crisis event.**

When a routine safety letter to healthcare professionals (HCPs) was misinterpreted by recipients, the outcome was a "recall-like" crisis event for our multinational pharmaceutical client. Consequently, the client's primary Medical Information Call Center was unable to handle the rapid influx of product inquiries. Having prior experience with ProPharma Group, the client contacted us to explore a solution for handling the overflow cases.

In less than one business week from this initial contact with the client, our nimble team rapidly responded to deliver three fully operational regional contact centers. These centers have processed a high volume of cases each week since launch.



Following the first month of service, the client reported they were very pleased with, and appreciative of, the excellent service provided by the professional and positive ProPharma team.



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Contact us to learn how our experienced team can help ensure successful outcomes throughout the product lifecycle.  
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## challenge



In the Spring of 2020, a large US-based pharmaceutical company was required by the FDA to send a "Dear Healthcare Professional" safety letter to US-based HCPs.

While the letter did not include a recall of the product involved, many HCPs mistook the communication as a product recall notification. As a result, some pharmacy benefit managers (PBMs) sent product recall letters to thousands of their patients. Expectedly, the miscommunications and misunderstandings created considerable confusion among the client's customers (HCPs and patients). In the aftermath, the client's front-line Medical Information Call Center was inundated with a rapid influx of product quality-related calls.

The volume of inquires exceeded the capacity of the client's primary call center, and customer satisfaction diminished as the front-line team was unable to respond to customers' questions in a timely manner.

As a result, they urgently needed additional intake capacity in place to meet the sudden, unexpected rise in calls.

## solution



**Within hours of being notified of our client's issue, our Operations and Account Management teams liaised with the client to understand the immediate requirements and develop the deployment strategy and timeline.**

The following day, all requisite legal agreements were drafted and submitted to the client for their approval. Meanwhile, ProPharma Group quickly identified team members (based in the US, Canada, and the EU) available to support this project, configured the global database, and established the phone lines.

Within two days, the phone lines were tested, the identified team members were trained, and the automated reports (from our global Medical Information database and our telephony platform) were finalized.

The client executed the contract/ statement of work (SOW) on Friday, and **the tailored solution with our MICC regional teams, after client program training, went live the following Monday – less than one business week from the initial outreach by the client.**

## results



With our crisis response team activated, ProPharma was able to provide the client with three regional contact centers located on two continents in less than one week.

**Our global MICCs provided a rapid and robust solution in response to the client's product crisis event.**

Additionally, our MICCs managed a large volume of cases enabling the client's internal staff to catch up on their outstanding tasks that were impeding their customer satisfaction.

Client communications governance was established to ensure all business requirements were transparently documented and measured, with intra-day touchpoints scheduled with the client during the first week of operation, then adjusted as business warranted.

Following the first month of service, the client communicated their appreciation for the rapid service implementation and excellent quality of service delivery, describing a high level of professionalism and responsiveness across the ProPharma Group team.

## improve the health and safety of patients.

From early concept development through each clinical phase, product launch, and commercialization, we partner with pharmaceutical, biotechnology, and medical device clients to tackle complex challenges. We help to ensure regulatory goals are met, business objectives are achieved, and patient health and safety is improved.

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