



CASE STUDY

# Enhancing Global Medical Information Support

**In an era where the healthcare landscape is rapidly evolving and interconnected, the demand for a cohesive and responsive medical information system has become imperative.**

Recognizing the challenges faced by healthcare companies, ProPharma stepped in to assist a client grappling with issues such as the inconsistency in medical information, complexities of pharmacovigilance and product complaints, language and regional barriers, and the essential need for robust after-hours support.

This case study unfolds the collaborative efforts between ProPharma and its client, an emerging biotech who was struggling to find globally seamless medical information services, shedding light on how they navigated these challenges and implemented innovative solutions. Focusing on areas such as pharmacovigilance and product complaint support, this exploration provides a detailed examination of the evolving landscape and highlights the pivotal role played by ProPharma's expertise in establishing a global dedicated medical information system. As the healthcare industry continues to adapt, this study serves as a testament to the effectiveness of dedicated solutions in meeting the demands of an interconnected world.



ProPharma Group, LLC  
Proprietary and Confidential

Contact us to learn how our experienced team can help ensure successful outcomes throughout the product lifecycle.  
[ProPharmaGroup.com](http://ProPharmaGroup.com), [info@ProPharmaGroup.com](mailto:info@ProPharmaGroup.com)

# Challenge

The primary challenges faced by healthcare organizations include

## Inconsistency in Medical Information

With various regions operating independently, discrepancies in medical information shared with patients and healthcare providers often arise.

## Pharmacovigilance & Product Complaints

The absence of a unified system makes it difficult to track adverse drug reactions and product complaints, risking patient safety and organizational reputation.

## Language & Regional Barriers

As companies expand to new markets, they grapple with the demand to provide services in multiple languages and manage inquiries specific to diverse demographics.

## After-Hours Support

Medical emergencies and queries don't adhere to business hours. A lack of 24/7 support could risk patient lives and satisfaction.

### Additional Background:

- **Custom After-Hours Support:** Recognizing that medical emergencies can arise at any hour, it's crucial to offer dedicated after-hours support to ensure that no patient or healthcare provider is left unattended.
- **Multilingual Capabilities:** A truly global support system needs to cater to inquiries in multiple languages, respecting the diversity of its user base.
- **Scalability:** As organizations expand into new markets, the support system must be flexible enough to accommodate new languages and regional requirements.

# Solution

Recognizing the expansive needs of our client, we assembled a world-class team with global representation. This team, equipped with the requisite expertise, now processes hundreds of thousands of cases each month, ensuring that every case is handled efficiently. The solution was a segmented, yet integrated approach, making the most of the strengths and capabilities of each offshore team.

**Global Training Program:** Understanding the criticality of uniform service quality across regions, we introduced a standardized global client-specific training program. This initiative ensured that all team members, irrespective of their location, are aligned with the company's ethos and service expectations.

**Dedicated Communication Channel:** In light of the overwhelming volume of calls and inquiries, we established a dedicated trunk group. This initiative guarantees that high volumes are managed seamlessly, ensuring uninterrupted service even during peak hours.

**Follow-the-Sun Model:** Embracing a global mindset, we adopted the 'follow-the-sun' model. This strategic move ensures that there is always a team available somewhere in the world, providing critical emergency services after regular business hours, thus eliminating downtime.

**Language Translation Partnerships:** Recognizing the diverse linguistic needs of our client base, we forged a partnership with a reputed translation vendor. This collaboration empowers us to manage both written and verbal requests promptly, even in non-contracted languages.

**Quality Assurance (QA) Program:** Committed to continuous improvement, we designed a bespoke QA program. This system not only ensures that the highest standards of service are maintained but also identifies areas for future enhancement.

**Data-Driven Insights:** With a focus on transparency and actionable insights, we developed an automated reporting system. This initiative provides tailored reports that trend Key Performance Indicators (KPIs), offering the client a clear picture of our performance and areas of improvement.

**Information Technology:** Always looking to the future, we married our optimized processes with the latest in information technology. This integration maximizes value, ensuring that our client receives state-of-the-art services at all times

By adopting these methodologies and strategies, we have not only addressed the immediate challenges faced by our client but also laid the foundation for sustained success and future growth.

# Results

The results of this structured tiered system exceeded expectations. With each team working in its forte, efficiencies were gained, quality remained high, and costs were contained. The ultimate testament to its success was the client's decision to expand the scope of their engagement with ProPharma beyond the original agreement, signifying the tangible value and effectiveness of the program.

## Seamless Program Launch

Post an intensive phase of training, contracting, and the intricate development of both technology and processes, we successfully launched our program. This achievement underscored the efficiency of our preparation and the efficacy of our methodologies.

## Expedited Call Center Deployment

Our agility and commitment to timely service were showcased when our call centers were operationalized within just 24 hours of receiving country-specific approval. This swift response time ensured that potential queries and cases faced minimal waiting periods, enhancing overall user satisfaction.

## Robust Case Handling Capacity

Our call centers, backed by state-of-the-art technology and trained professionals, boasted an impressive capacity to address approximately 850 cases daily. This high-volume handling capability ensured that each case was attended to without delay, emphasizing our dedication to swift and effective solutions.

## Client Recognition

The commitment and prowess of ProPharma were acknowledged by our esteemed client, who lauded our flexibility, prompt support, and collaborative approach. Specifically, they recognized our adeptness in managing and assimilating new content and catering to evolving requests swiftly.

## Expansion and Growth

As a testament to our success and the trust placed in our services, we are now expanding our offerings to encompass other vaccines and exploring other significant opportunities. This growth trajectory not only speaks to our past achievements but also sets the stage for our future endeavors in the pharmaceutical domain.

### About ProPharma:

For the past 20 years, ProPharma has improved the health and wellness of patients by providing advice and expertise that empowers biotech, med device, and pharmaceutical organizations of all sizes to confidently advance scientific breakthroughs and introduce new therapies. As the world's largest RCO (Research Consulting Organization), ProPharma partners with its clients through an advise-build-operate model across the complete product lifecycle.

With deep domain expertise in regulatory sciences, clinical research solutions, quality & compliance, pharmacovigilance, medical information, and R&D technology, ProPharma offers an end-to-end suite of fully customizable consulting solutions that de-risk and accelerate our partners' most high-profile drug and device programs.

