

CASE STUDY

From Local Limits to Global Integration: Transforming Medical Information Services in Japan



Introduction

Japan, the world's third-largest pharmaceutical market, presents unique challenges and opportunities for global medical information (MI) services. Despite its scale, the contact center landscape remains highly localized, dominated by domestic vendors. This case study explores how ProPharma successfully delivered a globally integrated MI solution tailored to Japan's specific needs.

Local Dominance Meets Global Integration

While Japan's pharmaceutical industry is globally significant, its contact center operations are traditionally local. ProPharma offers a seamless global service model that incorporates local customization, demonstrating both global reach and local sensitivity.

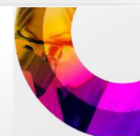
Client Challenge: Building a Unified Global MI Team

A global pharmaceutical client operating in the EU, APAC, US, and Japan approached ProPharma with the goal of creating a truly unified MI team. The client faced several challenges:

- Fragmented internal communication
- Lack of understanding of regional regulatory and HCP (healthcare professional) preferences
- Absence of harmonized processes and procedures
- Inconsistent use of the MI system across regions

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To address these issues, ProPharma implemented a multi-layered strategy:

1. Formation of a Global Client Team

- Established a dedicated internal team to coordinate across regions.

2. Process Harmonization

- Standardized tasks and procedures wherever possible.
- Identified and aligned with local requirements.

3. Cross-Training and Flexibility

- Agents trained extensively in their local markets and cross-trained for global support during peak volumes.

4. Japan-Specific Customization

- All staff are native Japanese speakers with strong English proficiency.
- Agents are trained in culturally appropriate communication styles, ensuring respectful and professional interactions with HCPs.

5. Optimized Collaboration

- Leveraged ProPharma's industry experience to refine collaborative processes and procedures.

Client Results: Improvements in Speed, Quality, and Collaboration

By combining global alignment with local, Japan-specific expertise, we enabled our client to achieve:

Operational Efficiency

- **30% faster response times** to HCP inquiries in Japan, thanks to streamlined workflows and cross-trained teams.
- **25% reduction in inquiry escalations**, driven by culturally attuned communication and enhanced agent training.
- **Full adoption of a unified global MI system**, ensuring consistent data capture, reporting, and compliance across regions.

Quality

- **100% adherence to Japanese regulatory standards**, supported by native-language support and localized processes.
- **Significant increase in first-contact resolution rates**, reflecting enhanced agent expertise and system usability to search and locate responses on first contact.

Scalable Collaboration

- A **flexible support model** that adapts to volume spikes without compromising service quality or incurring significant ongoing costs from additional resources.
- Seamless **cross-regional collaboration** that fosters transparency, knowledge sharing, and operational alignment worldwide, driving best practices as well as operational and cost efficiencies.

Client Satisfaction

- Strong positive feedback from both global and Japan-based stakeholders, citing responsiveness, trust, and efficiency.
- Excellent results shown in KPI metrics and client audit.