

CASE STUDY

Scalability Delivers Client Solution

Efficient use of time and resources allows a quick response to client needs in a rapidly evolving market. Adjusting to product support needs while meeting budgetary requirements are among today's medical affairs concerns.

Challenges

Client required a partnership that offered considerable scalability, fluctuating staff levels, new product support, and ability to handle a varied workload due to a growing pipeline.

Solution

Med Communications' long-term partnership has exceeded the expectations of the client by providing flexible staffing models and diversified solutions.

Impact

The client reports increased efficiency in its medical information contact center and medical writing activities, even during periods of significant product growth.

Background

Client: Top 10 pharmaceutical manufacturer

Med Communications was first approached by the client to provide a medical information contact center, including coverage for all products and customers in the United States. The initial staff operated at the client's headquarters, the Med Communications headquarters, and remotely. Our professional staff responded to medical information questions and developed standard response documents. An administrative assistant was at the client site and responsible for day-to-day operations and a remote editor was hired to provide consistency with all standard response writing across a number of different product brands.

Challenge

The client expressed their need for a long-term partner that could provide flexibility and growth opportunities related to products and services in the United States and on a global scale.

Solution

As a result of high quality ratings, low staff turnover, and our ability to consistently exceed their expectations, client satisfaction grew and Med Communications was approached to increase staff and services on a global scale. We were also asked to create and maintain standard response documents for the entire portfolio of the company's products worldwide.



THE RIGHT PARTNER.
THE RIGHT RESOURCE.

US Headquarters
5100 Poplar Ave., Suite 450
Memphis, TN 38137 USA
Phone: + 1 877.477.0977

International Branch
Avenida da Republica 59 7 Floor
1050-089 Lisbon, Portugal
Phone: + 351 21 1227712

During this period, Med Communications more than doubled its initial staff and product coverage for this client. Med Communications continues to offer a flexible staffing model to meet client needs.

Documents and Services Provided to Client

- Medical information contact call center
- Global and local standard response strategy, development, and maintenance
- FAQ development
- AMCP formulary and global value dossier development and maintenance
- Slide deck development and review
- Creation and review of backgrounders
- Promotional material review
- Clinical executive summary development and maintenance

Business Impact

The client reports increased efficiency in its medical information contact center and medical writing activities, even during periods of significant product growth. Med Communications' long-term partnership with this client began in 2009, and we continue to provide scalable, high-quality services on an ongoing basis, while still meeting their budgetary requirements. Med Communications consistently receives high marks for our commitment to the success of this client.

- **Med Communications increased client efficiency in both contact center and medical writing activities.**
- **Scalable services help Med Communications adapt to meet client's growing needs while staying on budget.**