

CASE STUDY

Expanding Medical Information Contact Center Services to South America and Beyond

An existing client leveraged Med Communications' expertise to expand Medical Information Contact Center services into South America.

Challenges

A top 25 US Pharma client needed support to expand Medical Information services into South America.

Solution

Med Communications helped the client expand MI services into five South American countries by providing highly skilled, multilingual staff members together with the product expertise and technological resources needed to provide consistent services across all covered countries.

Impact

Our comprehensive strategy enabled Contact Center staff to effectively support Medical Information services for the client's entire Americas Region.

Background

Client: A top 25 Pharma client in the US seeks to expand borders.

Med Communications helped an existing client meet global goals to provide consistent, multilingual Medical Information Contact Center services throughout the Americas region.

Challenge

To align with company goals for globalization, an existing client utilizing Medical Information Contact Center services through Med Communications for both the United States and Canada sought to expand these services into South America.

The goal was to implement services in Brazil first, followed by Colombia, Mexico, Argentina, and Chile. The project required large-scale planning with attention to detail and open communication.

Solution

The client's goals were seamlessly achieved using existing product expertise, technical infrastructure, and multilingual Medical Information Specialists.

- **Multilingual Medical Information Specialists:** Rather than hiring and training more staff, existing specialists fluent in multiple languages were leveraged to provide culturally appropriate information in the local language. The existing product and process expertise of these licensed healthcare professional staff were applied to additional countries in the region.



THE RIGHT PARTNER.
THE RIGHT RESOURCE.

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- **Standardized Training:** Medical Information Specialists supporting the project completed unified training programs to maintain high standards of knowledge and service quality. The customer received the same high level of scientific exchange in each country and language.
- **Global Operations:** Leveraging a global medical information database with regional operating procedures ensured consistent service delivery throughout the Americas region while complying with local regulations.
- **Integrated Technology:** Existing advanced communication technology platforms for seamless communication and data management were leveraged to provide consistent services across the additional counties.
- **Local Collaboration:** To ensure buy-in from each regional affiliate, local processes were gradually adapted into the regional model. Feedback from each country provided effective, efficient processes in compliance with local regulatory agencies.
- **Single Point of Contact:** A seasoned Team Lead spearheaded the operation, allowing for streamlined communication for the client.
- **Economies of Scale:** Consolidating operations into a single outsourced supplier (Med Communications) allowed for streamlined technology, software, and administrative resources, reducing per-unit costs. This reduction in overhead cost can lead to significant savings.
- **Optimized Staffing:** A regional center optimized staffing levels based on demand patterns across all countries in the region. A fully remote staff ensured uninterrupted services were allocated efficiently, reducing labor costs while maintaining high service levels.

Our comprehensive strategy enabled Med Communications' Contact Center to effectively support Medical Information services for the client's entire Americas Region. For further optimization, Med Communications' Scientific Content team began to assist with the development of regional and global standard response documents, eliminating the need for an expansive response document repository or excessive customization.

Business Impact

Each regional affiliate provided positive feedback for the value of service provided. The client can rest assured that product launches in all covered regions will be smooth because expertly trained, regionally experienced Medical Information Specialists are ready to respond with scientifically accurate, fair and balanced information.

In today's rapidly evolving market, adjusting to product support needs while meeting budgetary requirements are among the top global medical affairs concerns. Efficient use of time and resources allows an agile response to client needs and market changes.

- **Our model has helped this and other clients expand Medical Information services to South America and beyond.**
- **Efficient use of time and resources allowed an agile response to client needs and market changes.**

Med Communications is a premier resource for global medical affairs services. We are trusted by the world's leading pharmaceutical, biotech, and medical device manufacturers for comprehensive, high-quality scientific resources and information. Our global services include medical information, scientific content development, pharmacovigilance, and commercial.