

## CASE STUDY

# Optimizing quality data analysis for a global medical information service

For a mid-sized global medical information service with various add-on services, reviewing large volumes of quality data to identify trends and issues had become increasingly time-consuming and complex. By leveraging data analyst expertise, ProPharma implemented a data tool to streamline the review process, enabling quicker and earlier detection of potential issues and trends across different topics and regions.



### Challenge



The client required a more in-depth trend analysis of the quality data provided. ProPharma's medical information service covered a broad global footprint, spanning Asia-Pacific, Canada, America, LATAM, the Middle East, Africa, and Europe. Additionally, ProPharma offered various service add-ons, including article source services and adverse event follow-up. Reviewing this extensive quality data was a labor-intensive process.

Regulatory requirements and multiple service areas required logging different issue types in separate systems. As a result, numerous data sets needed to be reviewed to summarize key issue areas. Relying on standard Excel files for analysis limited deep dives into issue origins, even though it allowed for identifying fluctuations in certain issue types.

These complexities made comprehensive data trend analysis challenging. Identifying immediate, long-term, service-specific, region-specific, and client-specific trends required significant time and manual effort.

### Solution



A collaboration between ProPharma's Client Services and the Data Analyst team led to the creation of an interactive data tool for viewing client quality data.

This tool consolidated all data into an intuitive format, featuring an initial dashboard that provided a high-level summary of all quality data sets. This dashboard enabled quick identification of potential issue areas.

The interactive functionality enabled users to access detailed data with a single click, making it easier to pinpoint potential sources of issues.

This development streamlined the quality data review process, allowing for more efficient pattern identification and action planning to mitigate problem areas.

The tool was instrumental in identifying and addressing an emerging trend within one team, allowing for timely intervention and issue resolution.

### Results



The implementation of the interactive data tool has significantly enhanced the ability to detect trends early and provide clients with the in-depth data insights they require. The tool has proven invaluable in preventing issues from escalating and has facilitated proactive decision-making.

Additionally, the tool has provided valuable feedback to the client management team, ensuring that client process guidance documents remain clear and up to date.

Operational teams have also benefited from continuous staff development and training based on insights derived from the tool.

## What's next?

ProPharma's tailored FSP solution delivered scalable, flexible, and high-quality site support, enabling the sponsor to accelerate timelines. ProPharma plans to further evolve the dashboards to provide even deeper data insights. A key future development is linking the data tool to the Global Medical Information Database for inquiry volume tracking. This integration will enable us to analyze how quality data correlates with fluctuating inquiry volumes, providing more granular insights into product inquiry trends and country-specific data.

By continuing to enhance data analysis capabilities, ProPharma aims to offer even greater value to clients, ensuring the highest levels of service quality and efficiency.