

Case Study



**PROPHARMA
GROUP™**



A Global, Multilingual Medical Information Solution

This case study illustrates one outsourcing scenario, whereby ProPharma Group handles all MI inquiries from customers throughout the world on behalf of a mid-sized pharmaceutical company.

The Problem

The client was concerned by the lack of consistency in service provision in different countries, and also considered the local affiliate model to be offering poor value for price.

The Solution

ProPharma Group was given full responsibility for all medical information (MI) inquiry handling for the entire range of more than 25 products. Inquiries are handled with reference to the product labelling and existing standard response documents plus, for the non-promoted products, through searches online in standard texts. Data is accessed from, and inquiries are logged into, ProPharma Group's global IRMS database via a secure link. The service is provided on a 24/7 basis; during office hours, the service operates in 18 different languages and outside office hours a live service is provided in English, French, German, Italian and Spanish to handle urgent inquiries and emergency calls.

The Outcome

The strategy has proved highly successful, with very positive feedback being received from the affiliates around the world. After initial resistance, the new service quickly achieved excellent buy-in from internal customers, and external customers have also responded very positively through regular customer surveys.

Learn how ProPharma Group can build a medical information solution to fit your needs. Contact us today at ProPharmaGroup.com/contact.