

Medical Information Service for mid-sized pharma company

Challenge



Mid-size pharma company with personnel shortage for Medical Information Services

- Mid-size pharmaceutical company acquiring well-established European OTC product portfolio from global pharmaceutical company
- Personnel shortage therefore outsourcing of Medical Information (MI) support for DE / CH / AT / PT / GR / HU / CZ / NO / SE
- PharmaLex project lead support company's project leads working in collaboration with internal functions and MI call center vendor on tasks related to oversight and management of MI support

Solution



PharmaLex Medical Information system adapted to client needs

- PharmaLex provided second level medical writing support, coordinating client involved functions, set-up of project implementation plan, KPIs, working instructions, MI related documents such as FAQs, key questions and templates
- Identified PV and PCQ reporting requirements, development of reporting process
- Identified IT system and telephony requirements
- Discussed and implement product training and reporting requirements with MI vendor and PharmaLex second level MI support
- Provision of monthly progress reports

Outcome



PharmaLex as a strong partner for Medical Information Services

- Via PharmaLex the client has a strong partner to coordinate and support MI services
- Flexible upscaling and downscaling of resources upon request
- Access to Scientific Service experts with many years of hands-on experience
- Through global reach PharmaLex was able to cover MI support on a multi-national scale
- Extensive PharmaLex portfolio allows the client to outsource various task to one solution provider