



Streamlining medical information services for a leading US-based pharmaceutical company in respiratory care

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BACKGROUND

Medical information activities involve providing accurate, non-promotional, and regulatory-compliant information about the company's products. These activities are critical to maintaining trust with healthcare stakeholders and ensuring patient safety. A leading US-based pharmaceutical company specializing in respiratory care faced challenges in managing their growing medical information services. With a diverse portfolio of products, the company relied on a structured approach to address inquiries from healthcare professionals and patients. However, the surge in inquiries and the need for high-quality, consistent responses highlighted the importance of a reliable and experienced partner.

BUSINESS CHALLENGE

The client encountered multiple challenges that hindered the efficiency of their medical information services, including:

- **Volume Spikes:**
 - Significant increase in medical inquiries due to seasonal respiratory trends.
 - Lack of scalability within the existing team to handle high inquiry volumes.
- **Resource Constraints:**
 - Insufficient experienced staff to address the complexity of inquiries.
 - High turnover rates necessitating frequent onboarding of new personnel.
- **Training Gaps:**
 - Need for regular, in-depth training to ensure compliance and accuracy.
 - Existing training frameworks were inconsistent and time-consuming.

These issues impacted response times, quality of information, and overall client satisfaction.

BUSINESS SOLUTION

To address these challenges, the pharmaceutical company entrusted AWINSA Life Sciences with their medical information services. AWINSA adopted a systematic and customized approach to ensure seamless operations:

- **Scalable Workforce Solutions:**
 - Deployed a dedicated team of experienced professionals adept in handling medical inquiries.
 - Introduced flexible staffing models to manage seasonal spikes.
- **Streamlined Operations:**
 - Implemented a robust inquiry management system to track, prioritize, and resolve cases efficiently.
 - Standardized templates and protocols for consistent communication.
- **Comprehensive Training Framework:**
 - Developed a structured training curriculum tailored to the client's portfolio and compliance requirements.
 - Conducted periodic refresher courses to keep the team updated on product changes and regulatory guidelines.
- **Collaborative Partnership:**
 - Established clear communication channels with the client's internal teams for smooth coordination.
 - Regularly reviewed processes to align with the client's evolving needs.



RESULTS

The collaboration between AWINSA and the client led to a significant transformation in the medical information services:

- **Operational Excellence:**
 - Seamless handling of high inquiry volumes with reduced turnaround times.
 - Enhanced accuracy and consistency in responses.
- **Performance Metrics Compliance:**
 - Achieved and exceeded all critical performance metrics set by the client.
 - Regular monitoring and reporting ensured transparency and continuous improvement.
- **Improved Stakeholder Satisfaction:**
 - Positive feedback from healthcare professionals and internal stakeholders.
 - Strengthened the client's reputation in delivering reliable medical information.

By leveraging AWINSA's expertise, the client successfully transitioned their medical information services, ensuring both efficiency and excellence in managing their respiratory product portfolio.



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