

# Clinical Trials Patient Recruitment Support

**HCL**

## Customer Profile

American multinational pharmaceutical corporation, which is also one of the world's largest pharmaceutical companies



### Business Needs

- The client was looking for a partner to implement and support their global consumer support
- The team was looking to establish a contact center with best-in-class support for their new clinical trials patient support initiative planned for global implementation



### Key Criteria

- Expertise in global consumer and patient engagements
- Global footprint and support model including European Union, APAC, and the US support centers
- Wide selection of local language support options, proven global implementation process, and well-defined support models



### Our Solution

- Design and configure a new CRM solution that provides compliant interaction and best-in-class experience
- Concierge type services for information seekers and potential patients alike which included educating and informing the information seekers on the eligibility requirements and equipping them to make decisions regarding possible trials
- Assist in the content development and facilitate training using existing clients' approved materials and HCL's own resources with operational and subject matter experts



### Value Delivered

- Collaborated with the client to develop a patient journey map for clinical trial participants incorporating HCL Technologies' and industry best practices
- Designed and implemented a flexible operating model that allowed easy integration of new services and markets
- Rapid ramp-up and client timelines adherence during the Covid-19 pandemic
- Leveraged HCL Technologies' ASSET transition framework through collaborative working models to develop an integrated CRM solution
- Meeting SLAs from day 1 of support go-live

