Medical information call center services and solutions

Founded in the 1960's and headquartered in the United States, the client is one of the largest generic drug manufacturers in the world.

Business Challenge

The client is engaged with 10+ vendors who provide medical information services across the globe. Client's future strategy is to unify the global medical information business under one vendor in order to streamline the business relationship/budget, ensure reporting consistency and capture data within one unified CRM platform. Additionally, SLA's were inconsistently reported across the globe, and in some cases performance measurements are not available.

Annual volumes for the US and Canadian affiliates alone are 45,000 inquiries via email and phone. Inquiries for rest of the world equals approximately 41,000.

Pain Points

- Multiple vendor contracts
- Inconsistency of reporting, among the regional affiliates, who operate within silos.
- Multiple intake platforms across the affiliates.
- Inability to view their global medical information business through one lens.
- Process inconsistency across the affiliates.

Solution

Beginning with the U.S. and Canada, C3i assumed responsibility for all medical information requests, as well as adverse event and product quality intake which will soon be expanded to include Europe. Separate from the medical information engagement, in 2018, C3i commenced providing services for a UK drug monitoring program which provides medical information solutions to the program participants as well as database capture of the program variables as required by the governing regulatory body.

C3i represents client with medical information system, medical writing, adverse event intake, product quality intake and administration of a patient monitoring program. The C3i US operation is run from the Horsham, PA office while EU operations are run from Sofia, Bulgaria providing regular business hours as well as after hours support.

C3i conducted an integration of it's Max Case Management System (MCM) with the client's PV and quality databases to allow for seamless, near real time transmission from C3i's MCM system in to client systems.

Technologies

- C3i Max Case Management (MCM) medical information inquiry platform
- Syntellect telephony platform (soon to move to Avaya)

Business Benefits

- Consistent SLA measurement across the globe comprised of data integrity, case turnaround within 24hrs, 80/30 service level for all callers and an effectiveness check across cases to ensure no AE/PQC was missed during an interaction.
- Streamlined US/Canadian work under one vendor
- Assumed responsibility for a UK monitoring/medical information program. Ongoing efficiencies are expected to drop the ongoing cost on the program by >15% during year 2 post launch
- Reduction of approximately 16 FTE's resulting in favorable reduction of client cost
- Improved operational visibility through the use of C3i reporting. The client was previously unaware of some of the case volume and call statistics present in the US and Canada. They now have full visibility into the case volume (by type) and the call/email statistics (average handle time, abandoned calls, talk and wrap). Partnering with C3i has exposed the client to operational oversight they were not provided with in the past. In addition to the improved data exposure, we now conduct calibration sessions with client, which is new to them, but has significantly improved their understanding of the contact center arena, and serves to align us on objectives
- Automated transmission of regulatory data, via XML and E2B, from the C3i CRM database into the client Quality and PV systems. Currently exploring channel expansion as a result of C3i platform capabilities.

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