



CLIENT RESULTS

The new system replaces the manual methods for collecting "Opinion Leader" interactions and reporting MSL activity and compliance, and delivers a powerful management tool for assessing MSL field engagement.

Case Study: Medical Affairs Analytics & Compliance

Client: Global Life Sciences Company

SUMMARY

Medical Affairs develops partnerships with influential healthcare professionals (known as "key opinion leaders") to drive product awareness and market penetration. This touches product development, product launches and research programs to support market expansion, generating and disseminating new clinical and scientific data to inform and educate healthcare professionals and secure access and reimbursement for products through health outcome studies.

Corporate Technologies (CTI) conceived and implemented BI performance measures for Medical Scientific Liaison (MSL) activity that satisfied Sunshine Act compliance requirements and provided insight from the field level all the way to executive management.

Industry	Life Sciences and Pharmaceuticals
Client	A global innovator in Specialty Biopharmaceuticals
Problem	The MSL uses Salesforce.com (SFDC) to keep track of their interactions with the Key Opinion Leaders, and a system of standardized practices and performance measures was needed to analyze the activity. Furthermore, various regulations (e.g. the Sunshine Act) require reporting all such professional interactions.
Solution	CTI led the analysis, conceptualization and implementation of standardized performance measures for MSL activity that satisfy compliance requirements and provide insight from the field level all the way to executive management. The solution extracts SFDC "Opinion Leader" interaction data to a master data area (isolated from the commercial data to meet compliance requirements) which is then accessible through topic specific Business Objects Universes and Reports
Benefits	<ul style="list-style-type: none"> • Improved product outreach and awareness • Improved compliance assurance (Sunshine Act) • Leverage SFDC data
Technologies	SAP Business Objects Enterprise SAP Business Objects Dashboards SFDC data integration

CONTACT US

We are a systems integrator and solutions provider located in Burlington, Massachusetts serving customers in New England, Metro New York and Metro Atlanta.

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ABOUT CORPORATE TECHNOLOGIES

CTI provides high value services to clients. Through the effective application of technologies like Business Intelligence, Data Integration and Management, Enterprise and Cloud Computing, we help clients implement the right IT solutions to empower business innovation and dynamic scalability. From leveraging business intelligence to rethinking the efficiency of the data center, we are your strategic partner for everything from data management to information delivery.

Today's IT solutions have to be highly integrated to solve the complex business challenges that organizations face. Your business cannot afford to work with multiple consulting organizations specializing in "silos of experience." Corporate Technologies' engineering team understands how the implementation of any new technology must support both the business and infrastructure requirements.