DRS RepReview and PharmaSync® 5.0

DRS builds product sampling e-signature capture and reconciliation solution for worldwide pharmaceutical company; corrects past problems; streamlines processes for the future.

Business Challenge

CONTEXT

A venerated pharmaceutical company had 5,000+ field sales associates sampling products using a problematic legacy reconciliation system. The plan going forward was to implement e-sampling as an option for the sales force migrating from the paper-based system and legacy sample reconciliation software of record. The company sent out an RFP with a primary focus on migration from a manual system and providing a more proactive solution for the quarterly reconciliation of sales representatives' inventories. This would be accomplished by replacing the legacy reconciliation system software with a Web-based product; one that would allow open visibility of data and business intelligence reporting viewable by selected users in the field and home office.

OBJECTIVES

Criteria for the new system included:

- Full integration into current CRM system
- Conversion of past years' data and images into a single Web-based repository
- Paper based migration to e-signature
- Client Server software migrated to SaaS
- Ability to report on compliance related sampling trends proactively using dashboard reports
- Complete reconciliations and the related investigations from a single product interface
- Lower product licensing costs via SaaS
- Raise reconciliation process value via more timely management reports
- FDA compliance reporting based on PDMA thresholds and established business logic
- Integration into an Aggregate Spend module to comply with new legislation

"Plagued by data inaccuracies stemming from an antiquated paper-based system and a cumbersome legacy sample reconciliation product, our PDMA compliance and overall sales force effectiveness were being seriously compromised... that is until DRS and their PDMA OneSource suite of products successfully resolved our issues... one by one."

Exceeding the Challenge

Within a condensed time period the customer was able to see that the system configuration allowed for much more flexibility and performance in their department. By leveraging the DRS Professional Services Group, daily reporting was seamless. Open and frequent communication between DRS and the client was carried out with a minimum of effort. This elevated the client's comfort level for future partnering with outsource vendors.

The project plan for transition from legacy reconciliation products and paper processing to e-signature called for a good coordination of efforts and a high level of confidence from the field sales associates. Once deployed in the field the sales group immediately felt the impact of having a state of the art means of delivering samples to HCPs and tracking their sample events in a much more effective way.

- The project timeline was met for each of the components of the system
- DRS developed a project plan with several different support teams responsible for the rollout including the CRM team, Brand team, IT and Samples Management
- On site application training was completed for all home office staff and field sales associates
- Samples Management home office functions showed an immediate improvement in how they could support the field sales representatives.
- Costs associated with the transition were kept at a minimum by leveraging our expertise with similar installations and transitions for other pharmaceutical organizations
- The timely and accurate delivery of data and reporting provided a large ROI for the client and allowed them to focus on proactive decision making.

The DRS Business Solution

PROCESS

After a six-month vendor review, DRS was awarded the contract. Faced with a back file of legacy data from the previous vendor, DRS developed a migration plan that included the integration of the CRM system with several of the DRS PDMA OneSource products. This enabled the client to take full advantage of off-the-shelf, validated products to get the Reconciliation System fully operational within a couple of months. By implementing DRS' e-Form application, the paper form process of sample disbursements, transfers and returns was eliminated. Also eliminated was costly bulk paper forms printing through third party vendors since the client could now print all form types through a secure Web portal.

This process would be used if the e-signature platform was interrupted for any reason so the sampling process would not be compromised. Since these applications are developed for use on a secure Web portal the data is processed in a quicker timeframe and e-forms are imported into the DRS RepReview reconciliation application. This allowed the client to report on the data in an expedited and proactive manner. The client also opted to use the DRS Professional Services group to manage the almost infinite number of reconciliation transactions required. This was a major deciding factor which contributed heavily to DRS' appointment because the client would now be able to view all reconciliation activities being completed by DRS as well as performing any ad hoc audits of the process while it was being completed off –site, in near real time. This resulted in a great deal of flexibility for the home office staff as they were able to outsource processes but still have a means of viewing and reporting up to date information from the home office when necessary. Eventually all of the sample transactions would be migrated to the Web-based PharmaSync® 5.0 product in order to deploy iPad devices to the sales force.

TECHNOLOGY DELIVERY

DRS RepReview is a Web-based reconciliation software application tailored specifically for the life sciences. Fully compliant with PDMA regulations, DRS RepReview proactively reconciles sample activity. Coupled with the DRS ComplianceView reporting application and DRS Web ImagView data repository, the client now has the ability to report on any sampling trends which may impact reportable offenses as well as any home office criteria that are established to track sales representative behavior.

By using DRS Web ImagView, they are now also able to view and report on all historical data from previous vendors or sources thus creating a historical library in a single system. The product offering is deployed using Software as a Service (SaaS) which allows for more timely and efficient software upgrades while keeping the cost of the system low.

Via a home screen customer login, the DRS ApLibrary allows access to the required applications. The security settings allow access based on the criteria set up for each user. The second phase of the project involved the deployment of e-signature on iPad devices. Capable of functioning offline, PharmaSync® 5.0 works with all of the most widely used devices. Since the client configuration called for multiple devices and a web portal for HCP access to ordering, the PDMA OneSource applications became the clear choice.

ABOUT DRS

Since its inception in 1985, DRS has been at the forefront of new information management technologies. Over that span, we have enabled some of the world's leading companies to enhance the management, storage and retrieval of their vital business records while helping to ensure cost-efficiencies and the integrity of their corporate standings. In addition to providing on- and off-site processing services, DRS specializes in extensive software development; assessing labor requirements; sourcing and allocation; and effectively managing projects within short completion time frames.

For more information, please visit www.drscorp.com or contact sales@drscorp.com or 908.622.9240

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