

REACHING PROVIDERS AND PATIENTS WHERE THEY ARE



EVERSANA™

Transform your medical information contact center from a cost-driven necessity to a strategic asset for customer engagement

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The pharmaceutical industry is constantly evolving, and manufacturers are continuously restrategizing, embracing technology and innovation to meet the needs of the providers and patients they serve. Successful product launches on a global scale are critical for manufacturers to reach more patients and providers. As a result, manufacturers are streamlining operations to improve the customer experience and engagement and leveraging technology to drive data analytics and customer insights. To streamline commercialization, manufacturers are relying on fewer vendors and service providers to improve process efficiency, reduce cost, and ensure outreach synergies, alignment and consistent messaging.

As commercial launch strategies evolve, manufacturers must also re-envision their medical plans, including their medical information strategies. It's time to move beyond the traditional "call center" model and into a multichannel contact center focused on building a center of excellence for customer experience and engagement.

Industry Changes Are Pushing Medical Information Contact Centers Forward

The core value of medical information strategies remains the same: to respond to unsolicited requests from healthcare professionals, patients and payers and **to provide timely, scientifically balanced, evidence-based and non-promotional information to support the safe and effective use of products.**

However, the approach and delivery of medical information continues to evolve. The industry has seen toll-free call centers turn into multichannel communication streams for accessible medical information using varied digital platforms, and medical information contact centers are continuing to advance. Today the industry is exploring omnichannel capabilities for patient services and medical

information teams, with self-service portals for healthcare professionals and patients, including digital channels such as live chat, chat bots and video chat to provide a timely, convenient customer experience.

As technology advances and the needs of healthcare professionals and patients change, manufacturers need to have technology and innovation roadmaps in place to offer customers omnichannel solutions and ensure communications are occurring via the customers' preferred method(s). Additionally, medical information departments need to ensure that the content is readily accessible and easy to navigate for all customers.

Often, medical information departments focus on developing materials and response documents for healthcare professionals, but there has been a shift to developing more resources and materials for patients and caregivers. Today's patient is active in their treatment journey, with an expectation to receive information at the swipe of a finger. To provide a positive customer experience for patients, manufacturers must rethink medical information content to ensure **communication is direct, approachable, digestible** and exactly where patients and providers need to find it.

While accessible medical information content may ultimately improve clinical decision making and appropriate treatment utilization, manufacturers must first activate strategies that transport medical information to global customers through timely, preferred communication methods that meet individual customer needs.

Strategically Positioning Medical Information Contact Centers for Engagement

Medical information contact centers are essential communication channels for healthcare professionals

EVERSANA's **value- and quality-driven approach** is customizable, scalable and flexible to meet the needs of our clients globally and optimally support our clients most important stakeholders – the patients and the healthcare professionals they serve. By leveraging state-of-the-art operations and 20+ years of experience, our medical information team can provide support for small, medium and large pharmaceutical, biotechnology, medical device, digital therapeutics, and over-the-counter companies using strategies that are deeply rooted in **technology, innovation, quality, compliance and industry best practices.**

prescribing a product to patients and for consumers who are interested in receiving more information about the treatment. Most medical affairs strategic plans include the medical information contact center to address medical information inquiries pre- and post-launch, implementing this service as a strictly operational and tactical solution.

In today's evolving industry, medical information departments must go beyond being an operational necessity and become an important strategic player within their organizations by demonstrating value, gathering and analyzing important customer insights, and creating positive experiences for customers.

Partnering with the right contact center partner and developing operational, technology and customer engagement strategies prior to commercial launch can transform your contact center from strictly a cost-driven necessity to a center of excellence for customer experience and engagement.

Integrating the medical information contact center into an end-to-end commercial services model takes this service a step further by developing a well-defined and seamless workflow between the contact center, pharmacovigilance, quality and patient services. This integrated approach **increases successful customer experiences** by providing customers a clear route to gain the important information and support they need while maintaining compliance and providing an avenue for reporting adverse events and product quality complaints.

Establishing a robust and compliant medical information system that can be integrated with other databases and solutions is paramount for successful and efficient compliance. The medical information system must also establish that **full compliance measures**, including those that meet GxP regulatory compliance and FDA's 21 CFR Part 11 requirements, have the ability to establish **country-specific data privacy rules** for considerations of HIPAA

and GDPR as well as reporting features to meet Open Payments Act reporting needs.

The system also needs an intuitive user interface to allow medical information specialists to perform their tasks with ease so they can focus on providing the highest-quality service and delivering the best customer experience. With the ability to generate robust metric reports that can support identification of customer insights and data gaps, the call center can share critical insights with their organization to help with life cycle management, publication planning, data generation and analysis, thereby educating future clinical trial development and identifying possible internal training needs.

A Medical Information Contact Center for Today's Patients and Providers

Today's patients are eager to better understand their conditions and the medications they are using to improve their health. While there is a lot of information available online about therapies, not all of it is accurate or up to date. Medical information departments and contact centers are key in being readily available with resources that are comprehensive, accurate, up-to-date, customizable, scientifically balanced and non-promotional to provide a first-contact resolution for both patients and their providers.

EVERSANA provides a digital-first medical information service with highly qualified global specialists trained to support patients and providers across North America, Latin America, Europe, Australia and Asia. Our deep roots in medical information and supporting various types of clients has allowed EVERSANA's teams to build expertise across all therapeutic areas, including oncology, hematology, rare diseases, immunology, neurology, cardiology, dermatology, endocrinology, nephrology, hepatology, pulmonology and many more. Regardless of manufacturer size, our flexible staffing models and scalable contact center solutions are adaptive to meet changing needs, allowing for increased time for internal resources to focus on strategy and other business needs.

Today's medical information contact centers must embody a strong patient- and provider-centric service culture to ensure the highest-quality response to global medical and scientific inquiries. When all medical information specialists understand that every interaction with a consumer is another opportunity to demonstrate value and improve customer experience, more consumer needs will be met with satisfaction and result in improved patient outcomes.

EVERSANA'S GLOBAL MEDICAL INFORMATION PRESENCE

- 1 Global hubs currently located in the U.S., EU and India as well as expanding locations
- 2 Native language-speaking, experienced and highly trained staff with healthcare and advanced life sciences degrees (primarily master's and doctorate degrees in pharmacy)
- 3 Integrated, scalable, flexible and custom staff models to support the global needs of our clients



About EVERSANA™

EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, providers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences services for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://www.eversana.com) or connect through [LinkedIn](#) and [Twitter](#).

