Pfizer Case Note
Client Profile

World’s largest research-based pharmaceutical company, with more than 1,10,000 employees operating across the globe. Has been crucial in innovating and marketing medicinal products for human use and animal health for the last 150 years. Client has a strong product portfolio across different therapeutic areas including Neuroscience, Cardiovascular medicine, Infectious diseases, Oncology and Immunology.
The Business Challenge

Traditionally a pharmaceutical company focuses on the R&D business model to reinvigorate their drug pipeline and drive growth and earnings in a sustainable manner. Our client wanted to achieve this objective and devote greater resources, investment and effort to address its drug pipeline in the long term by freeing up resources and investments elsewhere. Some of the challenges that our clients wanted addressed include:

- Managing business challenges emanating from global regulatory environment and renewed focus on safety of the medicinal products
- Cost and resource management involved in processing adverse event reports
- Managing heightened public awareness issues regarding the side effects of the drugs
- Challenges in meeting stringent and tough regulatory timelines
- Retaining focus on core area; research and development
BPS Solution

Tech Mahindra BPS established an off shore delivery team with highly qualified health care professionals to meet the customer’s requirements. Process and knowledge transition was successfully executed by Tech Mahindra in collaboration with the client within eight weeks.

We began by transitioning case processing and assessment business process first (for litigation cases) followed by adding non-serious spontaneous and non-interventional study case processing, Medical Review and Data Entry/Migration business processes. We established a full blown PMO to address administrative Back Office requirements and other ad-hoc projects.

Tech Mahindra BPS deployed a proprietary workflow tool that helped in assignment, tracking and monitoring of cases, and documenting feedback. This tool also provides accurate case processing time, which plays a crucial role in capacity planning and resource management. Metrics system established by the quality team effectively tracks productivity, quality and SLA compliance. Management closely monitors productivity and quality at the individual level case processor level to identify any issues at the earliest and address the same.

Our solution also involved developing a quality verification plan and sheet for cases processed in addition to the training plan and SOPs. A dedicated Six Sigma Black Belt certified quality lead was deployed and successfully completed Six Sigma projects to achieve and maintain customer defined service levels. A dedicated process trainer cascades the process updates, conducts refresher trainings and frequent knowledge tests are administered to keep the team up to date with regulations or change in conventions.
Benefits Delivered

Tech Mahindra BPS has played a crucial role in enabling the Customer to meet all the regulatory timelines adhering to the utmost quality timelines.

- More than 70% reduction in cycle time. This helped the customer to have sufficient time to review the case before submission to the regulatory authority and reduced the chances of non-compliance.
- Provided inputs to Customer in terms of process standardization which helped in achieving consistency across various therapeutic teams.
- Hired 35 associates within a month and supported the Customer in meeting a time critical requirement.
- Assisted the Customer in completing three time critical ad-hoc projects with tight timelines, to meet regulatory obligation/internal targets without any lead time.
Conclusion

Our long term relationship with our client is a testimony to our creating and consistently delivering process efficiency and effectiveness and related business benefits. Tech Mahindra BPS started operations with 21 associates processing around 500 cases during the first year and scaled up to 50 associates with the ability to process more than 19000 cases a year. Additionally, we have demonstrated ample ramping up capabilities at a short notice by addressing requirements related to any ad-hoc short term projects involving processing cases ranging from a few thousand to more than 20,000 cases.
“As a result of the good quality Satyam has demonstrated over time and in the interest of gaining case processing efficiencies, please be advised that effective immediately the SM Team mentors will no longer need to provide prospective mentor review of litigation cases. Many thanks to all for your hard work to ensure the success of this collaboration.”

- Customer Vendor Management Lead

“It was a remarkable cooperation. Please extend our thanks to your Team for the great job done. Many thanks for all of your hard work on this project. Kudos to the team for a job well done.”

- Associate Director (Customer)
Thank You

Visit us at http://bps.techmahindra.com or write to bpsmarketing@techmahindra.com