**TITLE**

# Sample Compliance Client Implementation

**THE CLIENT**

The client is a global biopharmaceutical company whose brand portfolio spans a wide range of therapeutic areas. The client had, for years, managed its own sample reconciliation internally — not only at considerable cost, but also at considerable regulatory risk due to outdated systems and a lack of automation resulting in burdensome manual processes. The client engaged QPharma to manage its field inventory services and sample compliance, reconciliation, and FDA transparency reporting in support of approximately 1,000 reps.

**THE CONCERNS**

- The client had no system-of-record for its sampling data and maintained 20-year-old processes.
- The inventory reconciliations and annual inventories were months-long processes.
- Managing compliance activities in-house was economically untenable.
- A lack of business rules-driven proactive monitoring meant that variances in sales representative reconciliation thresholds went undetected for long periods.

**THE APPROACH**

QPharma's Commercial Operations team follows a documented, proven methodology for successful and seamless implementations. From thorough preparation — including scope review, identifying key stakeholders, establishing timelines, and setting goals — all the way through to final go-live and continuous support, the implementation methodology helps to align expectations, minimize unexpected impact to the business, and kick off the program on a collaborative, positive note. It also ensures that the right stakeholders are engaged at the right time; just as bringing them into the process too late is not desirable, bringing them in too early can also waste valuable personnel time.

- At QPharma's recommendation, the client initiated a pilot program that helped identify potential issues and best practices for the program.
- The client faced an internal challenge with their third-party CRM, as it took significant time to provide QPharma with the appropriate access information. However, our team worked collaboratively with the client to ensure that this would not compromise the timeline, and once access was obtained, QPharma quickly and easily developed interfaces between the client's systems and

## THE APPROACH (continued)

QPharma's **Titanium™** platform, enabling the CRM to seamlessly provide roster updates, territory updates, realignments, and even transaction adjustments to QPharma's **Ti Sample™** application.

- Certain business areas at first did not wish to participate in the process to create these interface agreements, feeling it was unnecessary. However, QPharma advised the client on which business areas might be impacted, and the benefits of having a single system-of-record for all sample compliance data, securing greater stakeholder buy-in and minimizing the possibility of pitfalls.
- The client's validation requirements were complex. Because of QPharma's longstanding validation experience, our Chief Compliance Officer and team worked directly with the client's validation team to provide consultative support and streamline the process.
- In alignment with client business rules, QPharma configured a watchlist within Ti Sample™ to proactively monitor transactions that could impact inventory reconciliations and automatically alert the client of potential issues.
- Weekly meetings were held to keep all stakeholders focused on implementation goals.
- The client reacted positively to the intuitive dashboards and comprehensive reports available within Titanium™, which further increased stakeholder buy-in.

## CONCLUSION

From kick-off and the establishment of business rules, all the way to final onboarding, the implementation team encountered only minimal obstacles – and afterwards, the client commented that it was the smoothest, easiest implementation of a high-visibility, complex program they had ever experienced.

- Thanks to proactive monitoring and automatic watchlist alerts, the client is now able to identify potential issues with sales representatives two to three weeks sooner than previously.
- The reconciliation process, which before would take the client two to three months, was reduced to an industry-standard thirty days or fewer.
- All annual inventories and inspections, which the client would perform over the course of approximately six months, were also reduced to thirty days.

## CONCLUSION
(continued)

- The successful pilot program helped create "power users," ensuring faster onboarding due to a train-the-trainer approach.
- The client has streamlined its sales operation costs and now employs one experienced home-office compliance analyst who serves as a liaison to the QPharma team.
- The same experienced Account Executive who oversaw the implementation continues to manage the program and conduct Quarterly Business Reviews, ensuring continuous improvement and ongoing client satisfaction.

***To learn more, contact Lori Peters, SVP of Commercial Services, at lori.peters@qpharmacorp.com.***

## ABOUT QPHARMA

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YOUR COMMERCIAL AND COMPLIANCE PARTNER

**Founded in 1994, QPharma is the industry leader in cloud-based software and sales for life sciences. The company provides solutions that include sample management and distribution, product launch management, online training, transparency reporting, field inventory services, and HCP/KOL targeting and engagement. QPharma recently launched Ti Force™, the first mobile life sciences CRM developed specifically to integrate with its market-shaping Titanium™ platform. QPharma is a National Association of Boards of Pharmacy Verified Accredited Wholesale Distributor, and an approved American Medical Association Database Licensee.**

**Learn more at www.qpharmacorp.com.**


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