

CASE STUDY: Enhanced Compliance and Engagement for Complex Products

Background:

A pharma company faced challenges in ensuring compliance and effective engagement while marketing a complex product to targeted HCPs.

Challenge:

- Navigating regulatory complexities in marketing to HCPs
- Achieving effective and compliant HCP engagement



The company required expert guidance to navigate compliance challenges and implement a robust marketing strategy that aligns with regulatory requirements.

QPharma's Solution:

QPharma delivered compliance consulting and seamlessly integrated the Ti Sample[®] and Ti DTP[®] systems to enhance business intelligence and optimize HCP engagement. To ensure rigorous compliance, Ti LMS and Ti Validate were implemented, guaranteeing that sales representatives were thoroughly trained, and HCPs met eligibility criteria for sampling.

Titanium[®] Results:

- Compliance and Strategy Workshops: Facilitated in-depth workshops to address compliance, marketing, and sampling strategies for targeted HCPs.
- Gap Analysis and Tailored Solutions: Identified key areas of improvement, offering recommendations to optimize engagement.
- Integrated Systems: Deployed Ti Sample[®] and Ti DTP[®] for seamless reconciliation and enhanced business intelligence.