

CASE STUDY: Seamless Sample Management Vendor Transition

Background:

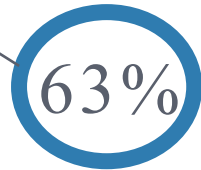
During the COVID-19 pandemic, a leading pharmaceutical company faced significant disruptions due to national shutdowns, impacting their large field sales force of 1,900 representatives. With social distancing and strict health regulations in place, traditional in-person interactions with healthcare providers (HCPs) were severely restricted.

Challenge:

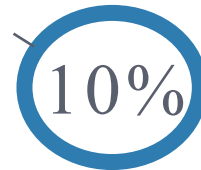
The company needed to rapidly adapt their Sample Accountability and Direct-to-Physician (DTP) programs to maintain engagement with HCPs and ensure minimal disruption to their business operations and strategic goals.

Our clients required an effective solution to transition their engagement strategies entirely to remote operations, ensuring sustained contact and interaction with healthcare providers without disruption.

% of samples
hand carried pre-
pandemic



% of samples
hand carried
during pandemic



% of samples
DTP during
pandemic



QPharma's Solution:

QPharma initiated discussions with the FDA and secured the necessary approvals to launch a streamlined DTP model. This model allowed HCPs to order samples directly through QPharma's portal, which were then shipped directly to patients while ensuring HIPAA compliance.

Additionally, QPharma implemented innovations such as enabling sales reps to remotely send sample request forms to HCPs through the Ti PromoLink™ solution and facilitating the use of electronic signatures via QSign™ for sample requests and acknowledgments of content.

Titanium® Results:

- The shift to QPharma's innovative DTP model yielded impressive results.
- Our proactive and agile response to the unparalleled challenges of the COVID-19 pandemic ensured that our client could continue effective HCP engagement without interruption.