

Simultaneous implementation of multiple new workflow solutions

CASE STUDY: Comprehensive Workflow Solution Implementation

Background:

A pharmaceutical company required seamless implementation of multiple new marketing workflow applications without disrupting internal operations.



The client needed a strategic approach to implement new systems that would complement existing operations and enhance marketing and sampling efforts.

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.

Challenge:

- Seamlessly integrate new solutions without disrupting existing workflows.
- Maintain compliance and regulatory adherence throughout implementation.
- Provide a unified platform for streamlined access to multiple workflows.
- Address and resolve current system integration and workflow challenges.
- Minimize disruptions during the introduction of new solutions to users.

Titanium[®] Results:

- Successful integration of systems with minimal disruption
- Enhanced compliance with targeted HCP marketing and sampling
- Improved strategic decision-making capabilities through enhanced data insights