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Outsourcing Medical Information Support to Optimize Costs and Efficiencies

A special thank you to the C3i Solutions team who went above and beyond their day job to get the project delivered in time.

**Head of Medical Affairs
- Consumer Health**

The Challenge:

In 2017, a global top 20 pharmaceutical company decided to optimize costs and efficiencies by outsourcing their country-centric in-house Medical Information function for two of their major and highly-regulated markets. The regional requirements of the work and the lack of standardized processes made the initiative very challenging.

Thanks to a successful on-going 20-year partnership, the Medical Information services work was awarded to C3i Solutions.

The Solution:

The project implementation included two market geographies – UK / Northern Ireland, and Australia / New Zealand. Due to the portfolio regionalization and processes, C3i Solutions cross-trained their medical information staff to add the flexibility of “any call” to “any agent” regardless of the region. This not only better utilized the staff but also delivered a seamless inbound experience.

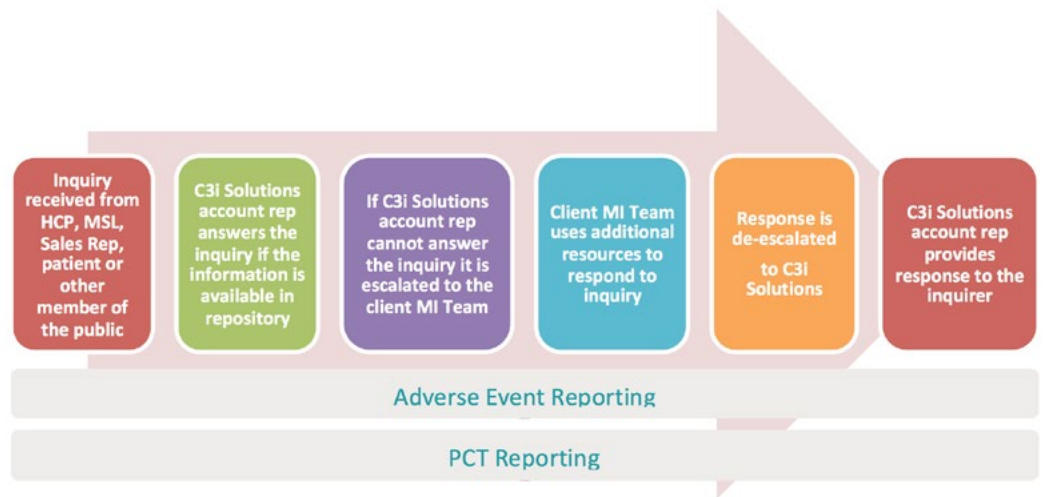
C3i Solutions have built a team of thirteen Medical Information Scientists, with operational and training support provided by three Subject Matter Experts, one Operations Manager, and one Service Delivery Manager. The levels of service include:

- Utilizing the clients knowledge base to resolve medical inquiries from patients, doctors, and regulatory agencies;
- Recognizing the escalation strategies and routines required to identify questions better answered by the client’s medical staff;
- Identifying and reporting Adverse Events, registering Product Quality Complaints.

C3i Solutions established dynamic process creation and update, to ensure fluent workflow.



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In order to ensure process, training, and service excellence, C3i Solutions team works in close collaboration with client's Medical, Pharmacovigilance, and Quality teams.

By outsourcing the Medical Information support, the client's experienced medical professionals who were utilized in this time-consuming process are now able to focus on higher-value activities.

The Result:

- Sustained achievement of all 9 Service Level Agreements (SLAs) for the respective account periods for both regions;
- Customer Satisfaction (CSAT) score average for both regions 95%;
- More than 20,000 cases handled per year;
- Average 72% of all inquiries completed by C3i Solutions without escalation;
- Opportunity for global expansion of C3i Solutions support due to the professionalism and high service level appreciated by the client.

C3i Solutions, an HCL Technologies company, is a multi-channel customer engagement services provider, specializing in global, high-touch consumer, patient and end user engagement. www.c3isolutions.com