

Accelerating Market Expansion with End-to-End HCP/O Engagement Services

Quickly developing and staffing a comprehensive tech-enabled services solution proves key to meeting vigorous launch goals

Situation

A mid-sized pharma company was planning a global expansion but didn't have a presence outside of the U.S. They were co-marketing a product in Europe and decided to open up their own commercial operations on the continent instead. Having made the decision to move into a handful of European markets and Canada, they started building out their organization in these new locations, including setting up legal entities and hiring local sales representatives, compliance officers, and business managers — but they had no HCP engagement resources and little time to plan and build an entire HCP engagement infrastructure.

Challenge

Already in the midst of hiring a full team (sales, compliance, legal) in each new expansion market, the company needed a partner that could help define, establish and document

the entire engagement process — from the first interaction with an HCP engagement all the way through contracting and payments. They further needed a partner to operate all of it on their behalf — across multiple countries, time zones, and languages — and to mitigate the risks associated with this bold expansion.

Solution

To quickly put into place an entire HCP engagement operation across multiple countries where they previously had no presence, the customer turned to IQVIA and our unmatched ability to design, deliver, and operate an end-to-end technology-enabled, managed services solution.

IQVIA was able to provide three major elements: Comprehensive consulting around local regulations and processes, technology to support interactions, and a team of onshore and offshore resources with proper experience and training.



First, IQVIA's global consulting team worked with the customer's local legal, medical, and commercial teams to define a process to support customer specific requirements and meet regulatory standards. The joint team worked through all aspects, including confirming FMV rates and processes, reviewing local HCP contracts, defining country level compliance requirements, outlining interactions with travel vendors, and confirming payment processes. IQVIA also developed and conducted training of both requestors and vendors to ensure the new process was well-received. Second, IQVIA delivered a finely honed, simplified implementation of IQVIA HCP/O Engagement Management technology. As the first rollout into a new territory, the mandate was to act quickly and create a solid but cost-effective operation. The team accomplished this by limiting the available integrations and preconfiguring only elements essential to meeting core needs of each new jurisdiction. With IQVIA's engagement solution at the ready, the team was able to implement a bespoke technical solution — one that was ready and able to support a whole new European operations team — in just four months.

Finally, IQVIA quickly built and trained a dedicated, highly skilled team of both onshore and offshore experts to cost-effectively support the new process. The new team performed all aspects of the process including:

- **First-level expert interactions**
- **Requestor support**
- **Contract management**
- **Financial close-outs**
- **Compliance reviews**
- **Payment deployment**
- **Tiering and screening**

A unique feature of this partnership is that IQVIA handles all aspects of payments to the HCPs. Typically, the pharmaceutical company would interface IQVIA HCP/O Engagement Management with their own financial system and make payments from their own bank accounts. In this case, however, IQVIA handles the entire process and makes all payments on our customer's behalf. This relieves the customer of a significant burden and greatly accelerates this phase of the engagement process as well.



Results



Accelerated roll-out

While the conversation began a year prior, the real work of standing up an entire new European operations capability was achieved in an astonishing four months' time. This enabled the customer to maintain their very aggressive launch schedule and to quickly get up to speed in a range of markets where they previously had no presence.

"By taking on the administrative burden," said Samantha Hoffmann, IQVIA Global Compliance Advisory Services, "our clients reps were able to focus on getting out to HCP offices and speaking with patients — really focusing on bringing our strategy and business goals to life."



Compliant process

By leveraging IQVIA's deep experience, we developed a tailored process that met the customer's specific needs and regulatory standards. These efforts resulted in a compliant and efficient system, effectively addressing the customer's requirements, and ensuring smooth adoption and operational success.

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Comprehensive solution

IQVIA delivers all the technical backend and managed services required to effectively run the entirety of the customer's day-to-day operations in Europe and Canada. Without these capabilities, the customer would have had to quickly locate and hire experienced personnel and provide extensive training and resources to get them into the field.



Cost effective

While the overall speed of this rollout produced significant savings, the biggest advantage for the customer comes by utilizing IQVIA staffing and expertise from our resources outside the primary European markets. Access to cost-effective resources is a unique advantage that sets IQVIA apart. IQVIA is a true global operation that is flexible enough to build teams both at the country level and offshore, where our Manila team garners steady praise for effectiveness. "I can't say enough about how responsive our IQVIA managers are," said our customer contact. "They are always available, no matter the time zone of our local reps, and have proactively solved every problem, or potential problem, we've faced."