

Campaign Manager enables a leading Pharmaceutical company to track and manage its CMEs





Overview

An integral part of promotion for a particular brand in the pharmaceutical company is the CME (continuing medical education) that is conducted for the doctors time to time. It is estimated that a large pharmaceutical company may conduct around 3000-4000 events in a year. It becomes difficult over a period of time to track the massive details of such an event.

Business Need

Following were the challenges our client was facing:

- The campaigns were initiated by the first line manager. Cash advances were given to him and he was responsible for distributing it among his team of medical reps. As a result of which actual count on the expenses was left up-to the first line manager.
- The approval of a particular CME was laborious and involved multiple level of approvals which lead to a lot of delay in the actual execution of the event
- The expense re-imburement was done on a monthly basis. This may or may not have been related to the cash advance given. Hence, tracking the spent on an event and on a doctor was becoming a challenge.

Our Solution

Our campaign manager software broadly covered the following areas:

- **Campaign Plan**
 - The CMEs were planned a month before they were executed. Only the approved plans could be organized and conducted.
 - All types of events were conducted were captured
 - The events were ruled by budgetary controls – a control to determine who could create and conduct the event
 - Event desks were intimated in case they had to organize a particular event.
 - The level of approvals for a particular event were reduced to 2-3
- **Campaign Implementation**
 - Captured the details after the event has been actually conducted
 - Expense vouchers were generated after the execution of the event



➤ **Expense Handling**

- The cash advances were eliminated totally.
- Credit cards were issued to the medical reps for conducting the event
- After the CME, expense vouchers were submitted along with the credit card bills and these were reimbursed to them

➤ **Event Desk**

- The event management companies played a role in organizing the events
- The campaign manager provided an intimation to these event desks so that they could block and book the arrangements
- The actual expenses were uploaded to our system and reimbursement were made accordingly
- The feedback on the event conducted by them were be captured in our application

Benefits

Our client could see visible benefits through the use of our application. Some of them are highlighted below

- The application enabled them to track each event and analyze the estimated v/s the actual spend on the event.
- The application helped them analyze spend on each doctor which in turn helped them in becoming more compliant.
- The process of handling expenses was smoother and more efficient. The event re imburement time was significantly reduced.
- Various controls were put in place – budgetary and administrative, to discipline the conduction of such events better.