

# Management of Out-Clinic Activity- A Case Study

## Business Context

A top 20 Indian Pharma company that conducts several types of Out-Clinic activities with large budgets, wanted a good software solution to handle the end to end process of these activities.

## Challenges with Running these activities

The company faced several challenges in handling these activities with manual or semi-manual processes. Some of the main challenges were:

1. Compliance related risks
2. Escalating and often, beyond budget, spends
3. Lack of good analytics data that would help in channeling the spend on the right out-clinic activities which would yield better results
4. Process incompatibility with recommendations by a leading Big 4 consulting firm

## Our Solution

Among the KEA-Suite of solutions at VSM, we have a strong Activity Management module which can address all the challenges above. This solution, KEA-OCAMS (Out-Clinic Activity Management Solution) was implemented with some modifications for the client with great success.

Highlights of the solution are: Capability to handle varied parameters of 14 Activity types, such as CME, (Continuing Medical Education), Round Table Meetings (RTM s), and Advisory Board Meetings .

- A well thought out and friendly “planning” module
- Actual execution of activities
- Compliance related controls
- Expense budgets and actuals
- Tracking of all data that can be used for strong analytics, for example, region wise or therapeutic area wise data
- Strong work flow and approval levels, linked to various parameters

## Benefits from implementing our Solution

Use of the KEA-OCAMS module would result in many benefits, major ones being:

- Implementation of the Standard Operating Procedure recommended by the consulting firm. This could not have been possible without our automation solution
- Near zero risk of non-compliance
- All stake holders get easy access to documents
- The solution facilitate better monitoring of costs, resulting in significant cost reductions
- The solution provides all relevant data for better targeting of budgets on out-clinic activities, finer definition of target HCPs, and adding out-clinic investments on an HCP, thereby enabling a 360 degree view of all effort on an HCP