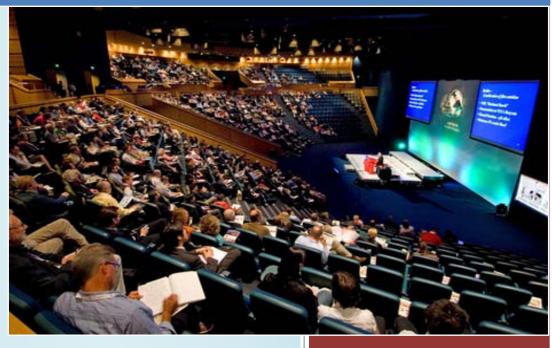
# Campaign Manager enables a leading Pharmaceutical company to track and manage its CMEs







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### **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-imbursement 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



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#### > 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 imbursement time was significantly reduced.
- Various controls were put in place budgetary and administrative, to discipline the conduction of such events better.