



Evolving EMEA MI Service Models: A Success Story from a Dedicated Program Manager

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FIRST-CLASS MI SOLUTIONS

Clients come to ProPharma seeking a first-class Medical Information Service, delivering in a cost-efficient way. This is our challenge - to provide the best possible solution, and to provide it in the most cost-efficient manner. It is integral for us to listen to our clients, understand their needs, and produce new and innovative ideas and solutions to ensure excellent service delivery that really meets their specific needs for their unique markets and products. We are always thinking and planning for the future and we can only grow and achieve this with our clients as we better understand and adapt to their business needs.

So, I hear you ask, how on earth do you know what structure and model is best for each client and how do you go about making it happen? There are so many markets in the EMEA region, with all the language complexities it can be difficult to know where to start.

Let's begin with service considerations..

MI SERVICES:

CONSIDERATIONS IN THE EMEA REGION

There are 116 countries in the EMEA region and around 24 languages spoken. Here at ProPharma we can provide an MI service in all 116 countries and we are able to provide MI services for all languages across the region – we currently cater for 19 languages in this region based on client needs. EMEA is a complicated market where it is important to consider carefully client requirements, as well as local ones, before implementing any sort of MI service model.

WHAT CONSIDERATIONS ARE THERE IN SETTING UP A SERVICE MODEL IN EMEA



Multiple time zones: ProPharma provides a 24/7 service across Europe



Phone lines and technology: we can provide and set-up phone lines as well as assist and support with any other technology needs



Multiple language agents required: all of our agents are bi-lingual with good English (all documentation is maintained in English)



Database: we have a ProPharma database we utilize for our clients; however we are flexible and can also utilize client databases



Country/language specific content and responses: required in multiple languages, we can provide a writing service to support our clients



Country specific regulations: there are differences in regulations across the region and we can help our clients understand and comply with such requirements e.g. GDPR and Brexit

WHAT ARE THE MAIN SERVICE MODELS PROPHARMA UTILIZE FOR THEIR CLIENTS ACROSS EMEA

This is an insight into a couple of MI service model options we offer, this list is not exhaustive but gives a flavor of some of the different types commonly adopted by our clients:

SHARED MODEL

Multiple language agents trained across the service, all trained on the service, all providing responses to customers and all logging in the nominated database. Usually clients provide an MI service in multiple countries and languages, so this means multilingual agents are trained on the service across the required languages. It is referred to as "shared" because the agents trained across the service are also trained and work for other clients.

PRIORITY DEDICATED MODEL

A selection of agents across different language teams are trained up as "priority dedicated" to the client service. They are upskilled by the client and take the bulk of enquiry volume in the languages they cover as well as providing support and expertise to the remaining language teams. They are priority dedicated so they still are trained on other clients and at times when it is less busy for their client, they continue to provide a service for other clients.

COMPLETELY DEDICATED MODEL

A dedicated set of language speakers within each relevant language team who work only on the one client – they are completely dedicated to the service and work for no other clients

A CASE STUDY

INNOVATIVE SOLUTION

THE CHALLENGE

So, we have a client currently utilizing the shared model, however, after discussing in detail with the client their needs, it becomes apparent that with their frequently changing processes and a new database launch pending, we need to come up with something to better fit their evolving needs and business model.

This client has an MI service that spans the bulk of the EMEA region in 16 different languages and they require a more bespoke approach to their MI service. A high number of process changes and adapting to different ways of working are standard for this client as they tailor their service for their EMEA markets – they need flexibility and fast action as well as consistency, high quality and cost effectiveness. This is the challenge and we put our brains to the test to think about how best we could structure this service to provide what is required within the client's budget.

A CASE STUDY

INNOVATIVE SOLUTION

THE SOLUTION

We developed a hybrid structure to staffing. We put together a completely dedicated team of language agents covering the client's key markets while continuing to utilize our shared team language agents for overflow and their smaller markets. We therefore created a new team internally that was the first pan-European team at ProPharma:

- A completely dedicated team of 8 multilingual agents covering the key language markets for the client – German, English, French & Swedish
- Directly managing this dedicated team is a dedicated Program Manager who is the point of contact for the client who acts and implements client needs across the service
- The shared team agents remain client trained and work alongside the dedicated team providing language support and translation support as needed

A CASE STUDY

HERE IS WHAT IS DIFFERENT ABOUT THIS MODEL:

KEY MARKETS COVERED

A team composed of multiple different language agents all working together who are completely dedicated to the service – they cover the key market languages (German, English and French) and handle all enquiries received in those languages

CONSISTENCY

This dedicated team of multiple language agents are responsible for logging all enquiries into the client database irrespective of the enquiry country/language, now only a dedicated team of 8 people are logging enquiries for the whole of the EMEA region

SPECIALIST PRODUCT KNOWLEDGE

The dedicated team can be upskilled on the products and become experts, they work only for this client and day to day have contact with customers and their questions – the dedicated team become specialists in the products they spend every day answering questions on

HERE IS WHAT IS DIFFERENT ABOUT THIS MODEL: (CONT.)

FASTER PROCESS IMPLEMENTATION

Any process changes required can be implemented much quicker, it can take a matter of days to implement a major process change across the whole region, whereas it can take longer in a shared model given the number of agents required to be trained

PROJECT MANAGER (PM)

The PM is dedicated to the client and spends time not only managing the dedicated team but monitoring and ensuring optimal service delivery, the PM runs all client meetings and business reviews and is ultimately responsible for the success of the service

COST EFFECTIVE

- Fewer agents to train: product training, process changes, database training
- With dedicated heads, an enquiry threshold is included so fewer variable fees
- Database license savings: it is only the dedicated team who require licenses and access to the database, this can be a huge saving as some database licenses are quite expensive

A CASE STUDY

CLIENT SUCCESS

THE RESULT

We implemented this hybrid dedicated team model one year ago and the client has been very happy with the service model. We are now more closely integrated with our client's business and have grown to be one team in partnership with our client - we see ourselves as an extension of the client. We continue to change, grow and adapt to their needs as markets, regional requirements, and legislation changes (GDPR & Brexit to name just a few) come into play. We work with our client to ensure we are positive, pro-active and well informed on their business and MI service requirements across EMEA (and globally of course) in order to provide and maintain excellent service delivery.

Our client is so impressed with the success of the new model that we are expanding and growing further with this client into 2020. We are even implementing this same model for this client in additional regions. This hybrid dedicated model has had such great success we are turning to our other clients as well and suggesting similar model types for their services.

Here at ProPharma we continue to listen to our clients to ensure we are working with them as well as for them. Collaboration is key and we make sure we take the time to sit with our clients and understand their business and requirements to ensure we implement the best model structure for their unique needs.

Global Medical Information Contact Centers

As a proven leader in providing flexible, and truly global services, ProPharma is more than just a medical information vendor. We are your partner, working with you to ensure your customers across the globe have current and accurate information for your products.

Whether you need to augment your internal MI team, or need to completely outsource the MI function globally, ProPharma has a solution for your specific needs. Our 24/7 contact centers are staffed with knowledgeable, native language speaking pharmacists, nurses, and life science graduates who manage inquiries from your patients and healthcare professionals all over the world.

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