



Outsourcing of Medical Information Content Creation: Experience of 100 Clients

Daniel Colman

Director, Global Training & Development



OBJECTIVES

Content creation is one of the more labour-intensive responsibilities of Medical Information (MI) - the time and effort required to write, review, edit, approve, maintain, distribute and update these documents while retaining an auditable record of the search strategy is a great burden on resources.

There are a number of options for outsourcing Medical Information (MI) content available to the industry. The aim of this study is to assess the options chosen by 100 ProPharma MI clients in relation to their requirements in order to identify client company characteristics which lead to specific models being chosen. The analysis can then be used to better inform current and future clients on appropriate outsourcing options.

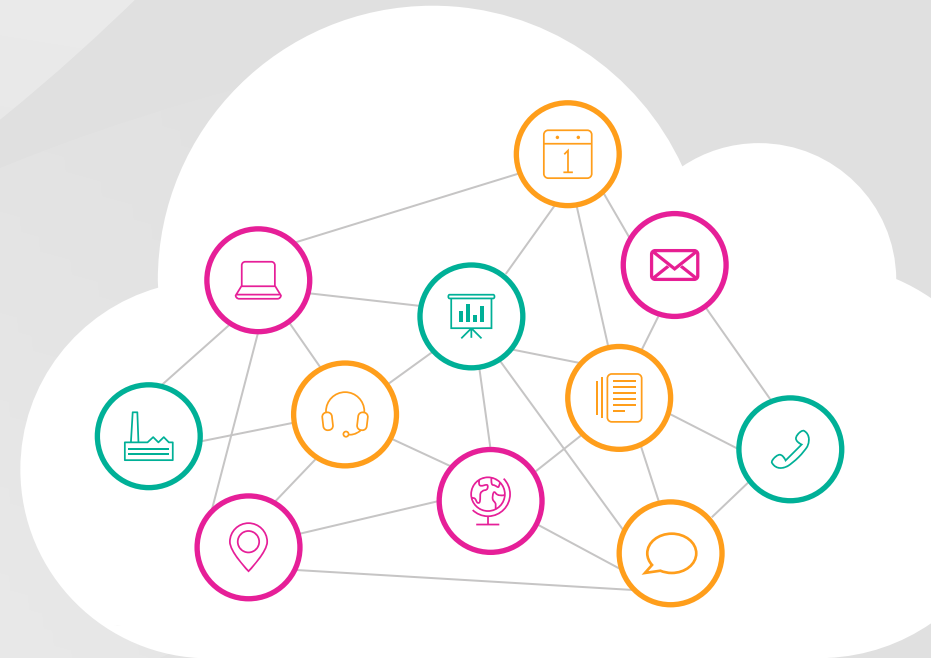
OBJECTIVES

A random sample of 100 MI clients (as of August 2018) was selected for the study. Surveys were conducted with the dedicated Client Manager of ProPharma's Client Services Department for each of the selected clients to identify the outsourcing model chosen alongside data on the size and scope of their overall MI outsourcing solution.

Therefore key information, including the following, was collected:

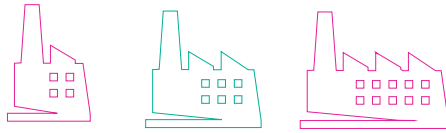
- **Enquiry volumes**
- **Countries/affiliates supported**
- **Size and type of company**
- **Languages supported**
- **Duration of outsourcing contract**
- **Details of the content outsourcing model chosen**

The data obtained for clients who outsourced content creation was then compared against those who did not. Further analysis of the clients who did outsource was also conducted.



CLIENT PROFILES (N=100)

COMPANY SIZE



33%
Small

22%
Medium

45%
Large

COMPANY TYPE



9%
Generics

91%
Innovative
Biopharmaceutical

COUNTRIES SUPPORTED

1-5
countries

6-20
countries

21-195
countries
worldwide

61%

18%

21%

LANGUAGES UTILISED

1-5
languages

6-10
languages

11-30
languages

74%

16%

10%

MONTHLY ENQUIRY VOLUME



46%
Low

41%
Medium

13%
High

PROPHARMA GROUP MI HUBS UTILISED



9%
supported
from all hubs
(US, EU
and APAC)

17%
supported
from
2 hubs

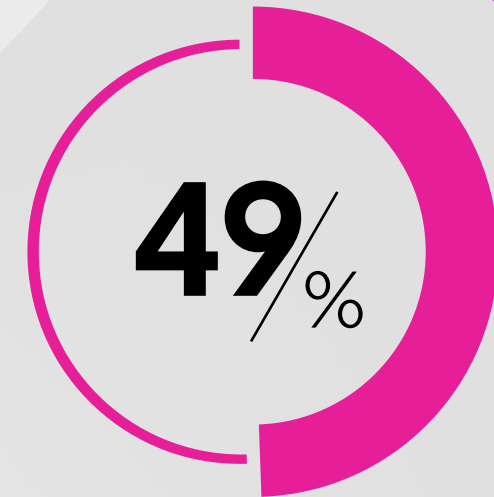
74%
supported
from
a single hub

RESULTS

Of the 100 clients assessed, 49% outsourced aspects of content creation. Of these 49 clients, the approach to outsourcing could be broken down into the following categories:

- Project-based content created proactively for questions expected to be received by MI departments (6 clients)
- Reactive content created in response to enquiries received by MI and authorised for subsequent enquiries (36 clients)
- Reactive content created in response to enquiries received by MI for single use only (7 clients)

Approval processes for the content were assessed, and project-based content was found to always be approved by the client following approval within ProPharma (7 clients).

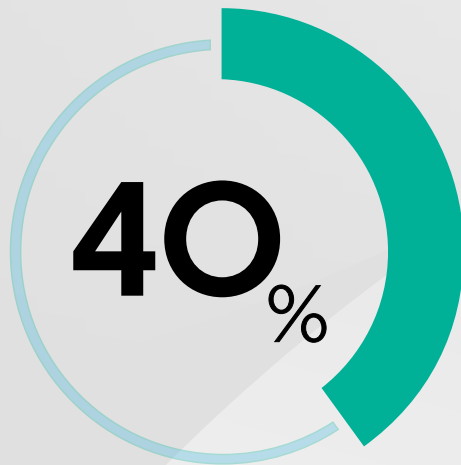


Outsourced aspects of
content creation

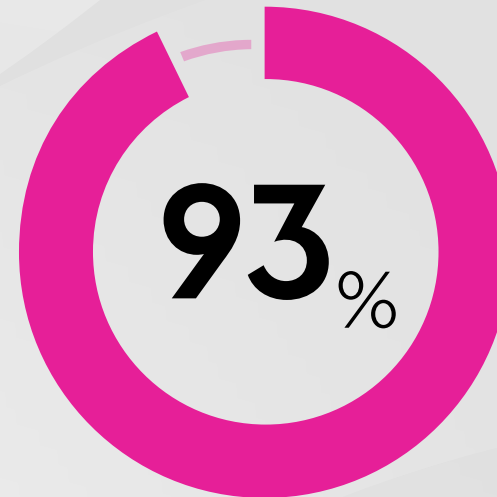
RESULTS (cont.)

For the 42 clients who outsource reactive content creation, 40% of clients undertake final content approval vs. 60% who did not require subsequent approval.

Due to the nature of the outsourcing, all content created on a project basis covered only specific products within a client's product portfolio. For reactive content, the majority of clients opted for content to be created across the entire product portfolio (93%).



Clients undertake final content approval

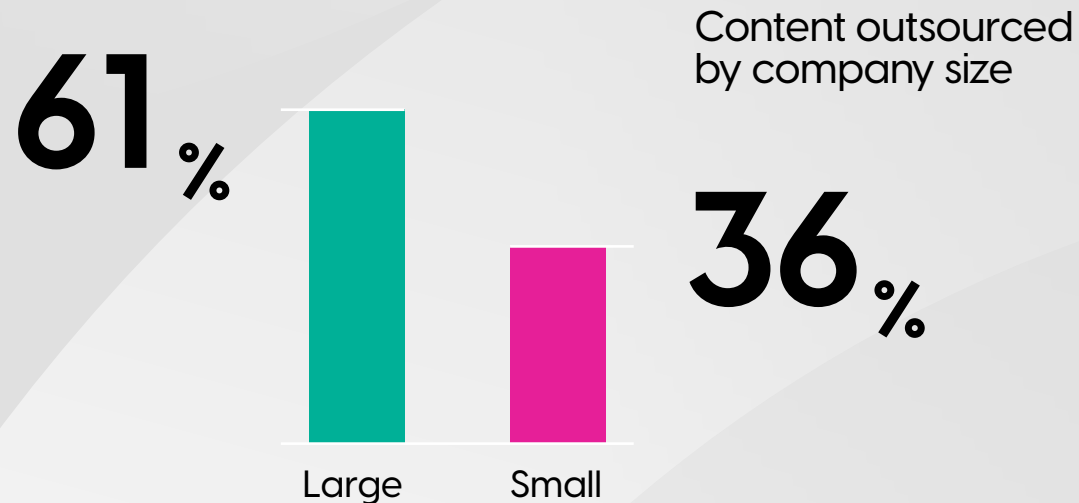


The majority of clients opted for content to be created across the entire product portfolio

FACTORS IMPACTING OUTSOURCING

When assessing clients on likelihood for outsourcing of content creation, there was no single client characteristic (e.g. size, company type etc.) which precluded a client from outsourcing.

Proportionally more generic companies (67%) than innovative biopharmaceutical companies (47%) outsourced content creation. Client company size also appeared to be an indicator of likelihood of outsourcing content creation as 61% of large companies outsourced content, whereas 36% of small companies did not.



FACTORS IMPACTING OUTSOURCING (cont.)

With regard to attributes of the overall MI service impacting the decision to outsource content creation, the following was identified:

- The mean length of MI outsourcing contract was longer (7.7 years) for clients who outsourced the creation of content when compared to those that generated content in-house (5.6 years).
- The mean monthly average enquiry volume of MI clients outsourcing content creation was found to be over 3 times that of clients that did not.
- Clients who generated content in-house outsourced their MI over more countries and in more languages.
- Length of MI contract was proportional to whether clients allowed reactive content to be reused but did not impact whether client approval of content was required.

over **3** times

Mean monthly average
enquiry volume

DISCUSSION

There was no single client characteristic which dictated whether a client chose to outsource the creation of MI content; clients of all sizes, geographical coverage and enquiry volumes outsourced this function. However, there were some indicators which increased the likelihood of whether the outsourcing option was selected.

Unsurprisingly, as headcount and workload are major factors in the decision to outsource, a higher enquiry volume was associated with outsourcing of MI content creation. Similarly, larger clients, who are therefore more likely to receive high enquiry volumes, were also more likely to do so.



... as headcount and workload are major factors in the decision to outsource, a higher enquiry volume was associated with outsourcing of MI content creation.

DISCUSSION (cont.)

Clients marketing generic medicines were also more likely to outsource content creation which may in part be due to the resource required for the generation and maintenance of responses for older products. The older the product, the more literature is published on it, resulting in more time-consuming literature searching.

A longer working relationship between the client and provider also indicated a higher likelihood of outsourcing. This may be due to increased confidence in the provider or the fact that over a longer period of time, more opportunities or requirements for outsourcing (e.g. restructures, staffing changes etc.) present themselves.

Further assessment on other factors such as product promotional status or direct surveys with clients on their reasons for or against outsourcing may provide greater insights into this area.



... generic medicines were also more likely to outsource content creation...



MEDICAL WRITING SERVICES

Experienced Writers Providing Expert Document Preparation

ProPharma's medical writing team has a wide breadth of therapeutic knowledge and experience, drawn from the pharmaceutical industry, as well as academia. Our specialists are available to help our pharmaceutical and biotech clients produce a variety of medical writing projects.

Whether you need support creating new standard response documents, generating custom responses, or translating existing documents into one of our approximately 30 supported languages, we have the expertise to develop high quality, concise documents. Whatever the challenge, our team is prepared to handle your unique medical writing requirements.

ProPharma medical writing services include:

- Developing and updating libraries of standard response documents
- Researching literature and writing custom response documents
- Adapting standard responses for use in other geographies
- Translating custom and standard response documents
- Sourcing and supplying clinical papers
- Writing safety summaries



Contact Us