

Swiss American Pharma company streamlines medical communication and publication operations for global vision care business

Challenges

A leading Swiss American pharma company, was looking to streamline the medical communication activities for its global vision care business to enable better scientific exchanges with its customers

With an expanding portfolio the client required support in developing manuscripts, abstracts, posters, slide decks, identification and submission of manuscripts to target journals, external author coordination and Pubs Hub review

Indegene Solution

- Indegene deployed a medical communication team comprising of medical writers and reviewers, copy-editors, graphic designers, and a dedicated Project manager, in an offshore model to ensure cost efficiencies along with high customer satisfaction
- The solution included:
 - Competitive and market Intelligence for the ocular health division with Competitor Profiling, CI Monitoring, landscape analysis & conference coverage
 - Support on Publications, Congress Activities, Medical slide deck deliverables
 - Development of manuscripts, abstracts, posters, slide decks identification and submission of manuscripts to target journals, external author coordination and Pubs Hub review
 - Monitoring the quality KPIs, milestones and deadlines with bi-weekly review meetings

Outcomes

>80%

acceptance rate for first drafts

4.6

Average CSAT