Medical Information Outsourcing
How it works in practice

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Agenda

- Introduction
- Outsourcing models
- MI services
- Why choose a globally outsourced MI service?
- Challenges of a global service
- Considerations on implementing a global service
- Effective management of a global service
Outsourcing Models

- Dedicated
- Shared
- Hybrid
MI Services

Enquiry handling

- First / Second Line service
- Part / Full product range
- +/- Other language requirements
- +/- Out of hours coverage

AE and PQC reporting and follow up

Patient Support Programmes
Global MI Outsourcing

• Why choose a global outsourcing solution?

  Service consistency

  Cost effectiveness

  Sharing best practice
Service consistency

• Ensures customers receive consistent responses across all regions
  – can be tailored for cultural differences or regulatory requirements
• Ensures consistent processes:
  – response times
  – documentation processes
  – AE and PQC identification and reporting
Cost effectiveness

• Standard responses are shared
  – Not researched multiple times by Affiliates
• Pay only for resources utilised
Sharing best practice

• Allows countries to share best practices
  – pushing forward effective processes
Challenges of Global Outsourcing

• Biggest challenge is resistance to outsourcing
  – countries used to doing it in their own way don’t want to change
  – allows for visibility of all processes
  – criticism of previous practices
  – belief that service cannot be effectively provided by a outsourced company
Considerations

Languages
- Which languages to support?
- Customer expectations vary

Enquiry routing
- How can the service be accessed?
- Local rate and toll free numbers

Service hours
- Operate across time zones and public holidays with core hours for each country

Cultural differences
- Critical importance for achieving good customer service
  - Formality
  - Response times
  - Method of response
Considerations

- **Licencing**
  - Varied licences across products (but even within languages)

- **Healthcare systems**
  - National and regional differences in systems

- **Data Privacy**
  - Great variance globally on legislation and customer expectation

- **Customer satisfaction**
  - Need centrally agreed performance expectations as can vary from country to country
Considerations

Clinical advice
- HCPs and patients can expect clinical advice from MI in some countries

AE and PQC reporting
- Inconsistencies between countries

Utilisation of MI service
- Great variance globally on uptake by HCPs and patients
- MI service is relatively unheard of in some countries
Effective Global MI Outsourcing

**Planning**
- Allocate global management team
- Set appropriate timeline for implementation

**Global MI Management team**
- Manage change in-house and involve in-house team
- Develop partnership and effective working relations between client and outsourced partner

**Measure success and issues**
- Celebrate successes and strive for further process improvement
Thank you

Any questions?