

CASE STUDY

Enabling Modern Capabilities for Pharma Commercial Operations



THE CHALLENGE

An innovative US subsidiary of an international pharmaceutical company outgrew their legacy CRM. Their current system was rigid, expensive, and posed constant challenges in tracking field activity and generating analytics and performance reports. The team struggled with workarounds and time-consuming, partially automated integrations. Medical Inquiry Request Forms (MIRFs) had to be processed outside of the CRM.

Their contract with the legacy CRM service provider was ending, and they were seeking a more modern and user-friendly technology suite to support their commercial team. The client also requested ongoing services to support commercial operations and sought a partner who could provide a fully outsourced package solution including system, implementation, and ongoing support.

THE SOLUTION

Conexus proposed the Conexus Turnkey Solution (CTS). This solution combined the power of Veeva CRM with the technical and business expertise of the Conexus team. The 18-week project targeted enablement of 60 reps, a dozen marketing and sales operations staff (Medical Sciences Liaisons, Key Account Managers, District Managers), and data sets that included Health Care Providers (HCPs), Payors and Health Care Organizations (HCOs). The Conexus approach included the following critical services:

► Essential Data Migration

Conexus completed mapping for the data exported from the legacy CRM and performed the initial data load (IDL) into Veeva CRM before the contract end date. The team conducted data migrations into Veeva CRM configurations and migration of restructured courses to the new BOAST LMS. The LMS migration included the learning and certification history of all trainees.

Continued.

► Implementation and Testing of State-of-the-Art Technologies

Conexus implemented the CTS solution, including Sales Rep, MSL, KAM, Payor and Home Office specific profile configurations for Veeva CRM. The team also implemented the BOAST Groupware platform for learning management, case management, document management, roster management, and password vault.

► Knowledge Transfer

Conexus developed and conducted thorough stakeholder training. They streamlined deployment of configurations based on an exceptional understanding of pharma and life sciences commercial operations. The team designed 18 consistent and intuitive data interfaces for rapid adoption.

► Ongoing Production Support

Conexus provides ongoing Veeva Help Desk support to the client. The team manages an ongoing data cleansing program (standardization and matching) and continues to support the enhancement of a data management framework, data warehousing, reporting, and analytics. Conexus also provides seamless issue tracking and resolution between hardware and software support teams.

Throughout the project, Conexus assumed all program management functions. The team initiated relevant integration discussions with 3rd party vendors and continues to manage the acquisition and provisioning of Veeva CRM licenses, BOAST licenses, and Veeva Open Data.

THE RESULTS

The client was able to meet aggressive timelines and quickly take advantage of a seamlessly integrated technology suite. The Conexus Turnkey Solution brought powerful capabilities while reducing the implementation time and costs. Conexus commercial pharma and technical expertise drove the project plan, implementation methodology, and migration practices. The system went live as planned.

The client benefitted as the Conexus team offered a “one-stop-shop” for a comprehensive capability. They now enjoy access to modern solutions that enable nimble commercial operations. In the competitive recruiting market of pharmaceutical sales representatives, they recognized a secondary benefit as these flexible and enabling solutions help to attract and retain top talent.

Conexus continues to partner with the client and provide ongoing support. The team is currently working toward enhancing reporting for additional 3rd-party sales data.

THE CONEXUS TEAM

- Managed 22 workstreams and 59 performance milestones
- Implemented three unique CRM configurations and three integrations with fulfillment and data validation vendors
- Met 100% of milestones across Veeva Sales, MSL, Payor and KAM configurations
- Met 100% of the milestones for the BOAST Academy, Case, and Roster Management modules
- Continues to support the end-to-end solution with business & technical expertise