



Case Study Overview

In the pharmaceutical industry, it is common practice to provide physicians with drug samples for use in the office. To ensure FDA compliance, pharmaceutical companies need a more accurate and efficient processes to manage and track sample drug inventory and distribution. A solution that enables a pharmaceutical workforce to manage and update information in real-time is critical. Today, that solution is generally a mobile solution running software on a handheld device, which may or may not be connected to a wireless carrier. Effective mobility solutions result in higher accuracy, timelier processing of information, FDA Regulation compliance and increased productivity of Sales Representatives.

Some of the world's largest pharmaceutical manufacturers have turned to Boston-based Enterprise Mobile to deploy, manage and support these mobile solutions. The result has been a highly cost effective solution designed to maximize the end-user experience with the solution, reduce operating costs and enable existing IT staff to focus on more strategic projects.

Case Study Details

Pharmaceutical manufacturers and distributors find it challenging to gather the required information relating to the distribution of prescription drug samples required to comply with FDA regulations. Traditionally the process for gathering this information has been paper-based. When a sales representative delivers drug samples, the physician is required to sign a receipt to acknowledge delivery of the sample prescription drugs, which includes what type of drug was delivered and the quantity. This information is then be brought back to home office to be entered manually into corporate systems and filed for auditing purposes as required by FDA regulations.

Pharmaceutical manufacturers were challenged to accurately manage this information. They were concerned their records could be inaccurate due to transcription errors, paper receipts getting lost, and information not getting entered in a timely manner. Recognizing these challenges, pharmaceutical companies are turning to Enterprise Mobile and Data Reduction Systems (DRS) for a turnkey software and service solution to mobilize the prescription drug management processes. Enterprise Mobile and DRS offer a comprehensive Pharmaceutical Mobile solution to convert the process from an inaccurate and time consuming paper based approach to an automated process with obvious ROI. Mobilizing the management processes allows data to be captured electronically and sent to corporate systems, as well as increase the utilization of the Sales Representative who no longer need to go back to the office to submit their paper work.

Challenge:

- Pharmaceutical companies need to ensure compliance with the FDA regulations regarding the management and inventory tracking of prescription drug samples.
- Pharmaceutical sales representatives are using paper based processes for tracking the prescription drug samples, which could result in loss of information and transcription errors.
- Corporate personnel do not have access to the most current inventory and tracking information due to the lag time in getting the paper based information to the home office for manual entry into corporate systems.
- Sales representatives lose productivity time having to go back to the office more frequently to process their paperwork.

Solution:

- Provided Pharmaceutical companies with a mobile solution that enables them to automate the process for capturing prescription drug samples deliveries and having the information entered into corporate systems.
- Augmented IT resources with mobility specialists to handle the deployment, management, and support of the mobility solution.
- Managed a depot center to ensure that damaged or lost/stolen devices are replaced within 24 hours of being reported by the following business morning to minimize a Sales Representative's downtime.

Enterprise Mobile and DRS provide pharmaceutical companies with the mobility services necessary to make the deployment of DRS PharmaSync on Windows Mobile devices or tablet PCs a success. Enterprise Mobile delivered a set of end-to-end mobility services to assist the Pharmaceutical companies efficiently defines, deploy and manage their mobility solution. Working closely with the Pharmaceutical companies, Enterprise Mobile:

- helped identify the mobile device that optimized DRS PharmaSync's functional capabilities as well as satisfied each pharmaceutical company's unique business needs and use cases.
- provisioned and configured each device with the DRS PharmaSync application, activated and tested each device to ensure that it is working properly and applied a tag for asset management tracking.
- provides IT help desk and end-user support handling inquiries relating to the use of the device, Windows Mobile operating system, carrier connectivity and inquiries, DRS PharmaSync application, and messaging. Enterprise Mobile's mobility specialists have extensive knowledge of the Windows Mobile and Windows infrastructure and are trained on the business application installed on the device. They leverage an extensive knowledge base, and using a remote control support solution, Enterprise Mobile has been able to resolve 100% of the calls on the first call.
- manage over the air upgrades (OTA) of the DRS PharmaSync application to ensure the most current version is available to sale representatives.
- provide customers with a warranty repair and replacement program managing broken, lost and stolen devices. Upon notification of a broken, lost or stolen device a fully configured and activated device is shipped for next business morning delivery to minimize a sales representative's downtime.
- host and manage a device management and security solution to protect data, manage device inventory and maintain device information.

Enterprise Mobile has helped pharmaceutical companies deploy and manage a comprehensive mobile drug samples management solution – one that increases productivity of pharmaceutical reps and ensures regulatory compliance. The Enterprise Mobile service drives faster deployments, reduces service and support delivery costs, and provides a mechanism for capturing valuable customer feedback that can be incorporated into future product releases.

The combination of the mobility solution and the outsourcing relationship with Enterprise Mobile has enabled pharmaceutical companies to experience a successful mobility deployment, increased productivity, and ensured compliance with FDA regulations.

Results:

- The mobility solution streamlines the process of tracking prescription drug inventories and capturing the information in corporate systems to ensure compliance with FDA regulations.
- Sales Representatives' productivity is increased by eliminating having to go back to the office regularly to submit paper based forms.
- The accuracy of the prescription drug sample inventory information stored in corporate systems is increased by capturing the information electronically and transmitted to corporate systems.

About Enterprise Mobile

Enterprise Mobile is a mobility service provider that offers professional (strategic) and lifecycle management (end-to-end) services to help companies successfully deploy and manage their mobility initiatives. We draw on our deep mobility expertise and best practices to deploy mobile devices, manage them remotely, provide various levels of user support, and efficiently replace or repair inoperable devices for enterprises looking to control the costs of mobility.

Learn more at www.enterprisemobile.com

Corporate Headquarters:

Enterprise Mobile, Inc.
321 Arsenal Street
Watertown, MA 02472
877.ENT.MOBL
(877.368.6625)



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