

Streamlining promotional review to deliver faster, higher-quality compliance decisions

The Client

A mid-sized pharma company headquartered in the United Kingdom and rapidly expanding across Europe. Client had a lean compliance organisation with no dedicated promotional review function. As the organisation expanded across the UK and European markets, the volume and complexity of promotional materials increased significantly. However, its existing promotional review model was not equipped to support growing commercial demands, creating operational inefficiencies and increasing compliance risk.

The Business Challenge

Challenge



No documented Material Review Process



No structured guidance and training



Administrative limitations



High operating costs



No data analytics or feedback loop built into the process

Business Impact



Risk of a material being released without due approval



Business user did not have a standard guidance to refer to affecting the material quality and review quality



Unable to scale and manage the process efficiently



Increased overhead expenses



Constantly growing operational challenges

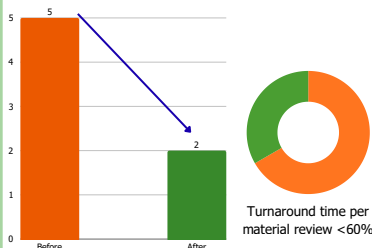
Our Approach

- Eunomia Pharma Services has in place fully established review framework (including expert reviewers and signatories across the globe, established review workflows, standard operating procedures (sops), review templates, governance frameworks, quality assurance processes and audit-ready documentation standards) which were immediately integrated with client's system to augment operations with minimal disruption.
- Our operating model provided an objective review process that helped minimize potential conflicts of interest while maintaining consistent, evidence-based compliance decisions.
- The client gained immediate access to professionals experienced in promotional compliance, medical review at the global and UK level. They could also immediately leverage on the support we can offer for German IO, Spanish Local Responsible, Italian Lead of Scientific Services, Poland Legal support etc. Thus, even if the business is uncertain about success in a particular market, they can get all the support they need, whilst eliminating the overheads associated with hiring.

Our model is built to scale alongside the organisation without requiring additional internal infrastructure or permanent headcount on client's end. The client pays only for the level of support required.

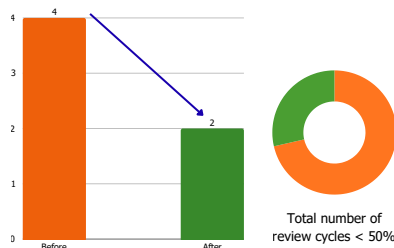
Business Outcomes

Turnaround Time Per Review (Days)



- Dedicated Reviewers
- Effective communication between reviewers and material owners
- Actionable feedback from reviewers/approvers to improve material quality

Total number of Review Cycles (Nos)



- Actionable reviewer feedback
- Stronger reviewer-material owner collaboration
- Consistent application of local compliance requirements
- Effective communication and feedback improved material quality



Eunomia's service extended beyond material review to provide dedicated administrative support.



Regular analytics and data driven insights on review activity, turnaround times, approval trends and recurring red flags enabled the client to make informed decisions, optimise the review process and continuously improve material quality.

Value Delivered



"Trust and integrity are at the heart of every materials review. By combining local expertise with robust governance and seamless operational management, we help ensure materials are appropriately adapted for each market, reviewed in line with local requirements and delivered with confidence."

Agyat Suri, Healthcare Compliance Operations Lead, Eunomia Pharma Services

Clients Served



Connect

For more information on how we can support your organisation, please contact:



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