THE PROVISION OF COMPLEX CLINICAL SUPPORT BY A PHARMACEUTICAL COMPANY

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DISCLAIMER

- The views and opinions expressed in the following PowerPoint slides are those of the individual presenter and should not be attributed to any organization with which the presenter is employed or affiliated.
CHALLENGE

- Pharmaceutical companies need to develop a standardized method for delivering scientific content to clinician customers to increase global consistency and reduce redundancy of efforts.

Example:

*For drugs dosed on weight (mg/kg), should the dose be calculated at an idea, actual, or adjusted body weight?*
Knowledge Management

Information Technology

Patient Care
**WHY IS THIS A NURSING ISSUE?**

_Institute of Medicine_

“By virtue of its numbers and adaptive capacity, the nursing profession has the potential to effect **wide-reaching changes** in the healthcare system. Nurses’ regular, close proximity to patients and **scientific understanding of care processes** across the continuum of care give them a unique ability to **act as partners with other health professionals** and to lead in the improvement and redesign of the healthcare system and its many practice environments.”

**Knowledge Management**

## Continuum of Globalization Approaches

<table>
<thead>
<tr>
<th></th>
<th>Definition</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Heavy corporate control over countries</td>
<td>Increase efficiency, economy of scale</td>
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<tr>
<td>Transnational</td>
<td>Interdependent corporate and country responsibilities</td>
<td>“Think global, act local”, allows for flexibility between affiliates</td>
</tr>
<tr>
<td>International</td>
<td>Diffuse influence of corporate knowledge to countries</td>
<td>More rapid adaptation to country level innovation</td>
</tr>
<tr>
<td>Multinational</td>
<td>Autonomous country level operations</td>
<td>Quick response to local changes</td>
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*Desouza and Evaristo – 2003: Global Knowledge Management Strategies*
Global Patient Care

- International Council of Nurses recognized that nursing care was **universal and should be unrestricted**.
- Paice et al, describe an international palliative care project. Participants felt **empowered to bring changes** to practice in their regions.
- Retzlaff and Hamlin found a consistent nursing culture among perioperative nurses in 21 countries. The differences occurred surrounding **resources available** to nurses as well as how empowered nurses were in their particular country.
- Keighley found that it was **difficult to make global statements** about nursing. Significant differences in decision-making practices among nurses.

# History

## Technology Use in Pharmaceutical Communications

<table>
<thead>
<tr>
<th>1980’s</th>
<th>1990’s</th>
<th>2000’s</th>
<th>2010’s &amp; Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper based</td>
<td>Scanning/OCR</td>
<td>Medical Websites</td>
<td>Virtual Call Centers</td>
</tr>
<tr>
<td>Microfiche</td>
<td>Internet</td>
<td>Podcasting</td>
<td>Complex System Design</td>
</tr>
<tr>
<td>Desktop Computing</td>
<td>PubMed</td>
<td>RSS Feeds</td>
<td>Instant Chat</td>
</tr>
<tr>
<td>Fax</td>
<td>Pager/Cell Phone</td>
<td>Social Media</td>
<td>Video Kiosks</td>
</tr>
<tr>
<td></td>
<td>Laptop Computing</td>
<td></td>
<td>Mobile Devices</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Virtual Storage</td>
</tr>
</tbody>
</table>

Technology Based Solutions - Considerations

- Local vs regional model
- Considerations and best practices
- Telephony
- Database
- Staffing type
- Process alignment
GLOBAL VS REGIONAL - TWO STRATEGIES TO CONSIDER

Local Model

Deep local expertise
Language talent / Recruiting
Business Visibility
Service Consistency
Resource Requirements
Specialization

Regional Model
# Building a Regional Model

## Considerations

- Big Markets ≠ Big Volume
- Language coverage
- Staffing type
- Hours of Operation (and holiday coverage)
- Parity & Internal Communication
- Integration with other departments
- Data Privacy / Patient Protection

## Implementation Best Practices

- Align business objectives
- Centralized oversight: Single point of contact
- Process Alignment
- Single Database Platform
- Define scope (e.g. Translation process)
- Change Management (perceived loss of control)
  - Country-specific reporting / Newsletters
  - Surveys
  - Newsletters
# Telephony - Three Distinct Options

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IFS</strong>&lt;br&gt;International Freephone Service</td>
<td>➢ One number per country&lt;br&gt;➢ Highest cost option if setting up multiple countries&lt;br&gt;➢ Timeline = 30 days (may be longer depending on local government documentation)</td>
</tr>
<tr>
<td>➢ Greatest carrier coverage (including cell phones in most countries)&lt;br&gt;➢ Individualized IVR messaging &amp; Reporting&lt;br&gt;➢ Less caller confusion when dialing&lt;br&gt;➢ Disaster Recovery options available</td>
<td></td>
</tr>
<tr>
<td><strong>UIFN</strong>&lt;br&gt;Universal International Freephone Numbering</td>
<td>➢ Not supported by all countries (e.g. Greece)&lt;br&gt;➢ May be confusing to local callers: Must dial international code + 11 digit #&lt;br&gt;➢ Less carrier support: some cell phone carriers will not allow calls to go through or will still charge the customer&lt;br&gt;➢ Limited IVR / Reporting&lt;br&gt;➢ Timeline = 30 days</td>
</tr>
<tr>
<td>➢ One common 11 digit # across most countries&lt;br&gt;➢ Lowest cost option if setting up multiple countries: One # for all countries&lt;br&gt;➢ Disaster Recovery options available</td>
<td></td>
</tr>
<tr>
<td><strong>Local Numbers</strong>&lt;br&gt;City/Area-Specific Numbers</td>
<td>➢ Only to be used when a client has an in-country office&lt;br&gt;➢ One number per country&lt;br&gt;➢ Limited disaster recovery&lt;br&gt;➢ Timeline = 30 days</td>
</tr>
<tr>
<td>➢ Greatest local carrier coverage (including cell phones)&lt;br&gt;➢ Costs are cheaper than IFS option</td>
<td></td>
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</tbody>
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IFS CALL ROUTING EXAMPLE
IFS CALL ROUTING EXAMPLE: GERMAN

Customized IVR\textsuperscript{1} for Germany\textsuperscript{2}

Germany: Country telecom regulations apply (e.g. privacy)

\textsuperscript{1}IVR: Interactive Voice Response (Messaging & prompts)

\textsuperscript{2}Germany: Country telecom regulations apply (e.g. privacy)
IFS Call Routing Example: German

Customized IVR\(^1\) for Germany\(^2\)

Agent View & Reporting
“German_Germany”

Customized IVR for Austria

\(^1\)IVR: Interactive Voice Response (Messaging & prompts)
\(^2\)Germany: Country telecom regulations apply (e.g. privacy)
UIFN Call Routing Example
UIFN Call Routing Example

All Callers are routed to one IVR

11-22-333-4444
“Thank you for calling...”

Press 1 for English
Drücken Sie 2 für Deutsch
Appuyez sur 3 pour le français

Germany IVR
Other Countries

Sofia
UIFN CALL ROUTING EXAMPLE

All Callers are routed to one IVR

Callers are routed to the appropriate medical information person depending on menu selection
LOCAL NUMBERS ROUTING EXAMPLE: FRANCE

Sofia

France

Client Office receives initial call

Call routed to local city PPD #
LOCAL NUMBERS ROUTING EXAMPLE: FRANCE

Sofia

Client Office receives initial call

Call routed to local city PPD #

Call routed to PPD office
Central CRM Database

Labeling
Searchable documents by location/product label

Demographics
U.S.A 99999-0000
U.K. AA99 9AA
Argentina A9999AAA

Overall Business Visibility
Allows for Regional Differences
CRM Database

Two Support Models

- Client provided CRM
- Call center’s propriety developed application

Call center DB
Staff Type: The Contact with Your Customer

North America
- HCP (Pharmacist, Nurse)
- Technical
- Administrative

Europe
- HCP
- Life Science Degree
- Administrative

Latin America
- HCP Degree
- HCP Student
- Administrative

>2 year tenure
Local Regulations - Process Alignment

Regional Regulations

Local Requirements*

Company Processes

- Policies & Procedures

*Not only healthcare related

Standardization

Outside of Control

Within Control
STANDARDIZATION & CONSISTENCY

Deviate only when required by country specific regulations

Local language response requested

France
STANDARDIZATION & CONSISTENCY

- Real-time translation of English response document to local language
- No requirement to translate all response documents into local language
CONCLUSION - TECHNOLOGY & INFRASTRUCTURE

Telephone Systems
Computer Applications
Analytics and Business Intelligence
Desktop Support and Connectivity
Business Continuity

Integrated Technology Solution
THANK YOU FOR YOUR TIME

QUESTIONS?

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REFERENCES