

# ONLINE FULFILLMENT SYSTEM CURES PHARMA COMPANY'S COMPLIANCE AND PRODUCTIVITY PROBLEMS

## Client

A medium-size pharmaceutical company looking to grow by taking on more orphan drugs. Their operations encompass multiple sales forces totaling approximately 500 sales representatives.

## Challenge

Ensuring that product inserts (PIs), marketing literature and other collateral meet applicable regulatory requirements was a critical need for this pharmaceutical manufacturer.

**“Working with Amware has been easy and enjoyable. We would absolutely recommend them to any of our peers.”**

The company also faced cost and productivity challenges stemming from their previous fulfillment vendor's outdated system, which did not integrate with their systems. This forced them to use manual ordering processes that diverted staff time from other critical growth initiatives. Additionally, their previous vendor could not provide real-time data on stock levels, so they frequently ran out of materials at inopportune times, significantly driving up their print costs.

## Solution

This pharma manufacturer found the solutions they needed in Amware's online fulfillment system, key features include:

- The ability to restrict orders by individual, title/function, product line, sales office, region and more.
- A disclosure database that allows users to enter, edit and automatically insert disclaimers, footnotes and other 'fine print' into designated documents.
- Relational database capabilities that allow the client to link specific documents to particular products and the change is automatically inserted into all documents related to that product.
- A waiver tool that generates pop-up reminders of document usage or distribution restrictions as they are ordered, requiring acknowledgement by the user before the order can be completed.
- The ability to set review and expiration dates for documents.
- Template-based customization capabilities that allow users to create more personal communications.
- Digital printing and distribution capabilities that allow users to cost-effectively fulfill customized documents in small quantities, and produce non-customized materials

when physical inventory is low or depleted.

## Value

According to the client's marketing officer, "Amware's online system solved our problems immediately. In addition to other compliance tools, the system's ability to capture coding information on package inserts and other materials that change over time ensures that they always meet regulatory requirements."

"Ordering is much faster because our sales reps can place their own orders, rather than emailing a list of what they need to the home office. The only time the home office intervenes is when an order exceeds the pre-set maximum quantity for a particular piece. When that happens, Amware's system automatically generates an email to the home office, alerting the appropriate person that an exception has been requested and needs approval."

"And the process from implementation to execution was easy, and our day-to-day operations are much more efficient."

"Customer service has also been amazing," he continues. "Amware conducts quarterly business reviews with us, to help us keep an eye on inventory and ordering trends. As a result, we've been able to reduce costs for storage, shipping and postage and prevent over-ordering by individual reps or cost centers."