



Medical Information Letters

Globalization of US-centric Standard
Medical Responses for Top 3 Global
Pharmaceutical Major

Globalization of US-centric Standard Medical Responses

Top 3 Global Pharma

Business Need

Operationalize large scale creation and updates of >800 SMRs across 8 brands to make them globally useable – “create once, use many times”

Challenges:

- Reconciling different market requirements and indications while maintaining regulatory rigor
- Frequent updates and overlapping content development and review cycles
- Client organization challenges in accepting the operating model

Our Solution

- Negotiation of standard globally applicable format with regional stakeholders to facilitate global deployment of SMRs
- Enhanced document features to improve usability and ease of updating
- 1 SME deployed onshore + 3 FTE writers + shared editors offshore
- Value add: complete document management through client’s content routing system

Outcome

- Developed a globally relevant format for SMRs – successfully navigated multi-geography requirements
- Productivity gains for client in cycle time and time for strategic activities
- Initial acclimatization required to understand MLR standards; quickly resolved and project was completed to high satisfaction (~2 weeks delay)
- Advanced discussions for expansion of the model to support additional brands and therapy areas



To learn more about how we can help your organization, please contact:



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