

Case Study:

Pharmaceutical Company Sales Enablement

The services described in this case study were performed by RWD, now GP Strategies Corporation.

Just What the Doctor Ordered: RWD Solutions Prescribed to Assist Leading Drug Manufacturer

Good health is vital to everyone, and finding sustainable solutions to the most pressing health care challenges of our world cannot wait. For a global leader in the discovery, development, manufacturing, and marketing of leading prescription medicines, this entails not only providing people with access to safe, effective and affordable medicines and related health care services but also improving the way it does business.

The Diagnosis

Recently, this global leader, which has products available in more than 150 countries, made a decision to centralize and bring consistency to its disparate and siloed Medical Information content management and call center systems. Specifically, the company was looking to make the process of medical information inquiry and call intake and case response more streamlined and to allow the country teams to share content and processes across borders. The company made the decision to blend Siebel CRM with Documentum enterprise content management to best handle the large task of responding to inquiries from its global customers, consumers and healthcare professionals so that it could replace its use of aging, multiple point solutions.

To do so would require a significant training and change management effort across its organization—not only training expert users on the new technology for maximum benefit but also ensuring that those expert users could then train others and instill longterm, sustainable medical information content management and response practices across multiple geographies. The company called on RWD to assist with this workforce competency effort and ensure the rollout and transition was a successful one.

The Cure

To help this leading pharmaceutical company manage the transition to the new system, RWD developed a series of training and change management workshops, delivered in 13 different countries across EMEA and Canada, designed facilitate each individual countries' preparations to migrate to the new Siebel-based medical call center solution. RWD developed classroom-based training in regional country groups that included harmonized processes, technical adaptation, and hands on exercises. The classroombased training included the preparation of localized country Siebel fields and content for a personalized learning experience. Additionally, the classroom sessions included Siebel and Documentum navigation and various process fulfillment exercises for medical information requests and totaled 40 hours of instructor-led training. RWD also facilitated User Acceptance Testing (UAT).

RWD's solution resulted in a successful system launch and prepared a team of the customer's expert users in EMEA and Canada to conduct the training and change management workshops in subsequent deployments.

About GP Strategies

Founded in 1966, GP Strategies is a global performance improvement solutions provider of sales and technical training, e-learning solutions, management consulting and engineering services. GP Strategies' solutions improve the effectiveness of organizations by delivering innovative and superior training, consulting and business improvement services, customized to meet the specific needs of its clients.

Customers include Fortune 500 companies, manufacturing, process and energy industries, and other commercial and government organizations. GP Strategies is headquartered in Columbia, Maryland, USA. Additional information may be found at gpstrategies.com. ■