

# Danish biotech selects IQVIA OCE and ePromo to support commercial infrastructure

*Denmark-based Top 100 biotech firm chooses IQVIA Technologies' platform to support upcoming product launches in the U.S. market*

## Challenge

A large Danish biopharmaceutical company was building its global commercial footprint in the United States with stateside operations and product rollouts. This necessitated establishing a commercial infrastructure for a medical CRM for their Medical Science Liaison (MSL) systems and staff as well as a content management solution for the medical, legal and regulatory (MLR) review and approval process for publicly distributing scientific and medical content.

The CRM platform had to facilitate compliant sharing of medical and scientific communications and accommodate future multi-channel marketing. The client also sought a streamlined SaaS solution to help manage promotional and medical assets across the full end-to-end content lifecycle to promote ongoing commercialization efforts.

The customer also needed a technology partner that could provide an integrated, easy to use solution with the capabilities to scale from meeting their immediate needs to supporting future growth plans. These were crucial prerequisites to achieve before product commercialization could begin in the U.S.

It was also critical that the client partner with a leading technology provider that could offer extensive support beyond deploying the software. Having one enterprise solution that offered best practice consultation and that could deliver data and implementation services was a major consideration in driving the purchase decision.

## Solution

By selecting integrated solutions from IQVIA Technologies, the client streamlined the MLR review and approval process to expedite new product commercialization and accelerate speed to market. The company has significantly improved its document management and workflow processes from compliance, regulatory, and legal perspectives. The client now has a dynamic commercial infrastructure in place to support ongoing commercialization, led by OCE with inherent customer orchestration capabilities for the company to adopt over time.



## Key Decision Drivers

- Simplified platform with one integrated solution, one vendor and one program timeline
- Accelerated commercialization through implementation and data services
- Positioned to add multichannel marketing capabilities
- Turnkey enterprise solution adapts to future business growth
- Enabled team-based selling with multiple personas versus one-to-one selling

## Results

IQVIA offered an integrated suite of solutions that connected document management from the medical, legal, and regulatory (MLR) process to flowing approved content into a game-changing CRM system focused on the Medical Science Liaison (MSL) persona.

IQVIA ePromo provided the client with a streamlined MLR review and approval process during prelaunch to simplify workflows and accelerate the creation, approval, and dissemination of compliant medical communications. By providing additional data, implementation, and consulting services, IQVIA helped the customer deploy the solution in under six weeks. This allowed the customer to successfully establish and navigate their own MLR process, expedite new product commercialization, and ensure ongoing compliance.

IQVIA's integrated Orchestrated Customer Engagement (OCE) solution empowered the customer's MSLs to share vetted medical communications. The customer valued OCE's ability to seamlessly add personas as its commercial needs grow, recognizing that selling specialized products is a team effort of medical, sales, and market access personas.