A Pharma MNC successfully manages and monitors its end –to - end samples life cycle using our Samples Manager

Overview

Samples issued to the doctors are an integral part of the calls/visits made by the Medical Reps. The amount of samples issued to the targeted HCPs (Heath Care Professionals) and in turn used by them, also helps garner their loyalty or potential for a particular brand.

Business Need

Our Customer – A leading pharmaceutical MNC with a presence in India had all its sample life cycle processes managed manually. Following were some of the gaps/challenges in their existing processes:

➢ The entire life cycle of samples was not being tracked end –to – end. The main gap in the chain was in the transit from the sample warehouse to the Medical rep

➢ Only the samples issued to the doctors were tracked in the system. As a result, if the medical reps received less number of samples than the designated quantity – the reason for such a deviation was not tracked and known.

➢ There were occasions wherein, the medical rep never received the samples dispatched.

➢ There was no existing system to manage re distribution of samples when a medical rep resigned.

Our Solution

Our sample manager application designed to cover the entire life cycle process of a sample helped address most of their challenges. The key features of our sample manager solution are as below:

➢ **Receipt at Sample Warehouse**
   - Interfaces with the ERP were provided to capture this data into our application.

➢ **Request for Samples**
   - Request for samples can be placed brand wise team wise
   - Provision for both Bulk and Individual requests
   - Bulk Requests – placed for the entire team as a whole and same quantity of samples issued to all Medical reps
   - Individual Request – can be placed when an HCP, or a Medical rep on behalf of an HCP, would require a certain quantity of samples.
   - Redistribution of samples to other Medical Reps in case an existing employee leaves.

> **Packing List Generation**
> - Allocate quantity based on the request on FIFO methodology.
> - Packing list employee wise is generated

> **Dispatch**
> - The samples are packed employee wise and dispatched either to the C&F or to the medical reps directly.
> - Interfaces with the ERP helps update of dispatch quantity onto the ERP Application.

> **Samples Acknowledgement and Issue**
> - The Medical Rep can acknowledge the receipt of the samples
> - Provision to capture the deviation in the quantity if any.
> - Issues made to the HCPs captured – brand wise doctor wise.

Benefits

> The application enabled our client to streamline their samples processes more efficiently.

> Different types of sample requests were handled satisfactorily and without redundancy.

> Smooth interfacing with ERP, and our application enabled simultaneous updates wherever needed.