

INSYS GROUP CASE STUDY: Pharma Digital Marketing



INSYS Specialized Skillsets

- Digital Marketing
- Web Content Management
- Brand Management
- Project/Program Management
- Training
- Quality Assurance
- Management Reporting
- Regulatory Compliance

Introduction

The pharmaceutical industry is at a critical juncture. Remarkable new medicines are being developed, while product demand increases and barriers to free trade fall. But the industry also faces major economic and operational challenges.

The decline in the discovery, approval and marketing of fewer blockbuster drugs, competition from generics, regulatory pressures and weak growth in the U.S. market all combine to create a picture of an industry in flux. If pharmaceutical companies are to prosper, they will need to improve their R&D productivity, reduce their costs, tap the potential of the emerging economies, and switch from selling medicines to managing outcomes.

Business Challenges

The digital space unlocks great potential for pharmaceutical companies to expand market reach. Online channels and mobile technology are finding their way within each company's marketing mix to reach and influence physicians, payers, patients and pharmacists.

But some companies still lag behind the curve when it comes to utilizing these powerful communication channels. It's a challenge to develop digital initiatives that set companies apart and remain relevant to healthcare audiences' needs. And all too often, the inability to demonstrate return on investment prevents companies from pursuing more robust strategies.

Our client, a global pharmaceutical company, needed to find a solution to manage the implementation and maintenance of their product-branded web sites and associated digital marketing campaigns. Their ongoing digital operations required significant corporate management, and were hampered by unpredictable costs, multiple vendor contracts supplying the same skill sets, inconsistent onboarding and training of personnel, as well as low team moral and high turnover.

Solution

INSYS Group was engaged to provide a managed service solution to assume the entire responsibility for managing and delivering the company's product-branded web sites and digital marketing campaigns. Our solution provided an efficient, predictable cost model that easily scaled to meet fluctuations in the workload, included on-site engagement management, standardized SLA's, reporting, onboarding and training.

Our team of project managers, working directly with the company's brand managers, took responsibility for managing multiple internal cross-functional teams, external advertising and fulfillment vendors, as well as offshore developers—coordinating their activities for the timely delivery of assets required by the company's branded web sites. This included digital assets, text, photos, videos, wire frames, navigation, registration logic, business rules, social media links, FDA compliance information, technical specifications, QA and UAT testing.

Working under the new managed service framework, INSYS Group's project management team immediately achieved and delivered project success. The team utilized a Standard Systems Development Lifecycle (SDLC) methodology with pre-defined templates. In addition, our on-site engagement manager identified and corrected team weaknesses, and created a positive environment with improved moral.

Benefits

Company benefits delivered include improved productivity and quality control, as well as reduced time to staff, onboard and train. It also reduced turnover, established better knowledge retention without co-employment issues, provided the foundation for a predictable cost model and improved customer satisfaction.

Why INSYS Group

Since initiating this managed service in 2010, INSYS Group has renewed the service with the company each year. The engagement has served as a template for other managed service engagements providing predictable costs, quality delivery, scalability, on-site management and standardized SLA's.

Time and time again, INSYS Group's digital marketing team has combined domain experience with analytics expertise and industry knowledge to develop the strategies pharmaceutical companies need to create and manage successful digital marketing campaigns.

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