



Roche Pharmaceuticals:

Innovating Healthcare by Focusing on Developing Medicine and Diagnostics

CASE STUDY

Provisioning Efficient Health Care Solutions through Technology Innovation



OVERVIEW

Industry

Products

Solution

Implementation of a CRM solution, focused on R&D

Summary

Technology

Microsoft® Dynamics CRM
Microsoft® .NET Framework
Microsoft® SQL Server
Microsoft® SharePoint

Benefits

- Streamlined Clinical Trial Management System
- Improved Patient Recruitment & Collaboration
- Reduced Administrative Cost
- Reduced go-to Market Timeline
- Targeted Marketing
- Microsoft Outlook Integration
- Automation Features
- Consistent Customer Engagement
- Management Resources & Assets
- Global Access 24/7 from Multiple Devices
- Improved Organization Collaboration

Roche plays a pioneering role in healthcare as an innovator of products and services for the early detection, prevention, diagnosis and treatment of diseases. They contribute on a broad range of fronts to improve people's health and quality of life. Roche provides products according to the needs of specific patient groups.

Their mission today and tomorrow is to create added value in healthcare by focusing on their expertise in diagnostics and pharmaceuticals.

During the 100-plus years since it's founding, Roche has pioneered many medical break-through. Today their diagnostics and pharmaceutical divisions contribute on a broad range to improve people's health and quality of life.

RESULTS

- Improved Clinical Research Associate Productivity
- Streamlined work flows
- Compliance to regulatory framework
- Targeted marketing & sales campaigns
- View of KPI's through GUI dashboard
- Measure key marketing objectives with comprehensive goal-tracking capabilities
- Better collaborate with co-workers with embedded presence features
- Ability to track revenue goals by dates, financial periods or other predefined criteria
- Ability to identify key trends for deals won or lost and optimize the sales process

The Challenge

Clinical trial is the backbone for Roche's success as a global market leader. Due to the complexity of clinical trials with long duration and larger investments involved, Roche could no longer manage trials using uncoordinated, manual and paper intensive methods of the past.

With trials being conducted world-wide, making information accessible to the right people, at the right time, with the right level of detail can be a very daunting task that requires perfect coordination.

Roche had an array of legacy disconnected systems that managed key clinical trials, event programs and booth activities that supported a variety of the organizations initiatives. To raise awareness, Roche utilized a variety of global marketing campaigns focusing on new drugs, diseases and other medical information.

The legacy systems along with antiquated business processes creating serious information gaps and silos resulting in, negative impact on overall business growth and expansion plans. They were not designed to cater to future business processes and were unable to deliver accurate information to make informed business decisions.

Roche needed a better approach – one to streamline trial management, reduce trial length and lower expenditure. This would involve a more reliable, innovative solution on a larger technology platform that would not only improve efficiencies but develop a higher standard of business performance by phasing out old systems for new enterprise solution.

In addition, to improve strategic business goals in clinical trials & marketing, Roche also wanted to leverage social media, mobile and cloud technologies.

With a simpler platform, Roche would be empowered to reduce the TCO and improve ROI on their investments that would give the IT department an agile technology environment that could scale with future business demands.

SALE & MARKETING



Roches overall vision was to:

- Increase campaign efficiencies by cutting cycle times and support increased activities with limited headcount
- Automate response handling for hundreds of global and regional campaigns each month
- Improve insight into which activities effectively move prospects into the buying cycle and generate revenue
- Accurately track clinical trial studies and the progress in phases

The Solution

PositiveEdge approached the solution by focusing on strengthening relationships with clinical trial participants particularly investigators and subjects. This technique enhanced collaboration and information shared across the many different teams. As a conclusion, a close and productive participant relationship was formed.

PES assessed Roche's challenges to define requirements needed to develop a solution that worked best for their business. To achieve Roche's vision, a Microsoft Dynamic CRM platform was implemented to meet their needs. The system development focused on multiple criteria including:

- Centralizing information that would demand true data output
- Addressing the inflexibility within the current platform by enabling it to adapt to business change/new requirements
- Enabling smart business decision-making via score-cards and dashboards
- Integrating structured and unstructured data to realize new marketing opportunities within current customer base
- Streamlining trial management, reducing trial length, and lowering expenditure
- Collecting and centralizing data that can be leveraged cross functionally within marketing, sales, and pharma vigilance
- Improving investigator relationships, faster enrollment, better trial quality, and lower trial costs

GRAPHICAL INTERFACE



In addition, to managing clinical trials, PES deployed a dynamic reporting system to assist with selling to prospective participants, enrolling sponsors (public advocates), champions (activists) and change agents (facilitators).

Addressing these key challenges enabled PES to form a conclusion to a successful solution that was driven by analyzing future business processes and the ability to build a custom application platform that was aligned with business growth.

The Results

With access to streamlined information Roche's Sales and Marketing department can productively analyze sales data, track ROI and clinical studies with dynamic tools equipped with instant messaging, social media, cloud and mobile technology.

The new CRM solution enabled centralized trial management database while providing users with the most relevant and appropriate information based on their specific roles and responsibilities. Thus, real-time trial information is now available not only to clinical research associates managing individual sites, but also to regional managers responsible for geographic areas and to global trial managers managing global trials.

Armed with the most current and relevant data, clinical users are able to spot problems earlier and take corrective actions sooner, reducing overall trial costs.

Roche now has highly capable and professional tools that allows them to increase their sales and research efforts and realise new drug and marketing opportunities.

Since implementation, Roche has increased its Clinical Trial studies by target marketing a newly realized network of supporters as well as, having access to comprehensive promotional programs that allows sales representatives to arrange community healthcare events.



With dynamic reporting, Roche can access data through a graphical user interface for each account by analyzing:

- Current month
- Prior month
- Rolling 3M
- Rolling 6M
- Rolling 12M
- Current year
- % of current year reporting

Having access to a vast of information has not only increased ROI but improved efficiencies globally.

The Benefits

Activity Tracking

One of the benefits of implementing Microsoft Dynamics CRM is the ability to track activities with sales and clinical trails. Roche now has the ability to track meetings, phone calls, emails as well as visit information 24/7 from multiple devices and from any location.

Bidirectional Data Transfer

To promote better decision making and increase data flow, PES extended the Microsoft Dynamic platform by integrating Roche's existing third party technology.

Document Library

With the convenience of utilizing Microsoft CRM, Roche can upload documents, store a reference to a link on the website and others. Every piece of information uploaded or referenced can be associated to an account. This enables quick access to related information when reviewing accounts.

About Positiveedge Solutions

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our uncommon commitment to project success, along with our comprehensive knowledge of Microsoft technologies and backed by broad industry experience and methodologies, we extend core business platforms to create commercial advantage for our customers.

By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.

Next Step:

Contact us to discuss how we can help with your business needs.

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