

# Leading Pharmaceutical Company Enhances its Reporting Process

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***A leading global pharmaceutical company has implemented a web based platform to support all customer complaints, adverse events and manufacturing data reporting and trending. The solution enables companies to manage all quality data with one site and to ensure reporting accuracy. This has reduced costs and delays traditionally associated with manual reporting and trending of complaint data.***

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## **Situation**

Through government regulatory agencies, global pharmaceutical companies are required to track all customer complaints, adverse events and manufacturing data. This is a time consuming process, leaving little if any time for analyzing data. One of these leading pharmaceutical companies contacted Conperio to analyze their current business process and make recommendations for improvement.

The customer's reporting process was not standardized. Different groups within the organization not only handled the data differently, but in many cases were not looking at the same set of data. This was due to the data being located in disparate locations and operating on different database platforms. Reports would be run from one environment, keyed into another environment to allow for the next report to be run. This led to duplicated data and errors. All of these non value added steps led to questions about the validity of their content.

The process was taking the employees 17-22 hours weekly to pull data from separate systems. Once completed, employees manually combined the data via spreadsheet to prepare it for analysis and manual trending. The majority of time was spent generating questionable data as opposed to analyzing the data and looking for potential trends.

## **Solution**

After identifying the problem, Conperio was able to propose a solution that would automate and standardize the customer's business process, in addition to aligning all third party vendor data. This solution was Surveillance.

To meet the client's desire for continuous improvement, Conperio created the Surveillance application that integrates client product complaint data with adverse events and related manufacturing data for trending and reporting needs. Surveillance incorporates a scalable architecture that allows for additional data sources to be added as applicable in the client environment.

Surveillance is a web-based environment that contains real-time standardized and on the fly, dynamic reporting capabilities. The only client side dependency is an internet browser. Surveillance is a solution that can be rolled out with little impact to the end user along with minimal training. Besides ease of use, Surveillance also boasts a small footprint in regards to required infrastructure.

How does this happen? Data is pulled from a data warehouse, capturing product complaints, adverse events and manufacturing data. These data are then combined into one Multi-dimensional Online Analytic Processing (mOLAP) Cube. A cube is a set of data that is constructed, organized and summarized into a multi-dimensional structure. A cube provides an easy-to-use mechanism for querying data with quick and uniform response times.

## Solution Overview

### **Customer Profile**

One of the world's leading pharmaceutical companies. Provides innovative, effective medicines designed to fight disease in important areas of medical need.

### **Business Situation**

Client needed a way to automate customer complaint reports and trends quickly and effectively, eliminating a wide range of disparate and manual systems.

### **Solution**

A web platform utilizing OLAP services for quick and responsive data generation.

### **Benefits**

- Reduced integration time
- Fast, simple usability
- On the fly, dynamic reporting
- Automated trending
- Compliance with regulatory legislation
- Customized email scheduling and alerts
- Reduction in man hours

Labor costs, data integrity, process consistency, and regulatory compliance are not the only benefits of Surveillance. Product quality and patient safety are also improved through better process management and findings from more in depth data analysis. Users are now able to focus critical time on analyzing data versus creating and combining data.

## **Benefits**

### **Reduced Integration Time**

Conperio's solution is able to quickly integrate with any database platform. Including but not limited to Microsoft SQL, Oracle, IBM DB2 and Hyperion. Having no other client side dependency other than an internet browser, Surveillance is a complete server side solution.

### **On the Fly, Dynamic Reporting**

Being able to analyze and trend data on the fly is one of Surveillance's major benefits. Utilizing a simple drag and drop environment, the customer was able to drill down and customize their reports to obtain the exact information needed. Once data are produced, Surveillance allows viewing and exporting the data set, the generated charts, or both.

### **Automated Trending**

A critical issue within the original business process was all reporting was handled through an entire manual disparate process. The majority of time was spent generating data, running calculations, and sending reports as opposed to analyzing trends and understanding data. Surveillance took this problem out of their hands, through automation and scheduling. Through the use of predefined calculations, Surveillance scans all data; allowing for trends to be spotted in customer complaints *before* they become adverse events.

### **Customized Email Alerts**

A trend that is spotted in hundreds of lines of data is worthless unless the proper people are notified. Surveillance was able to resolve this through customizable email alerts. As soon as Surveillance spots a trend, emails are generated and sent automatically to predefined user lists. This allows immediate, decisive action, as opposed to waiting weeks or months for a manual process to catch the same trend.

### **Compliance with Regulatory Legislation**

Surveillance has made Conperio's customers leaders in the industry for regulatory compliancy. Through the use of Surveillance, our customers are able to trend adverse event data with customer complaint data, and then tie that data to manufacturing data.

### **Reduced Man Hours**

After analyzing the current process, Conperio found that generation of data and reports were taking on average 17-22 hours weekly. Surveillance allows clients to configure pre-defined reports and automate them with filtering options. Users can now run a report in seconds; filtering down to a specific lot, complaint, product age or manufacturing site. Users now spend time analyzing data as opposed to generating data.

### **Customized Email Scheduling**

Once reports are configured in Surveillance, they can now be scheduled, ran, and emailed automatically. Daily, weekly, monthly or yearly; Surveillance allows for complete customization of email/report scheduling.

### **Sharing Report**

Part of the identified manual business process was the sharing of reports. Prior to Surveillance, reports were emailed to select users who needed access to critical information. Now through Surveillance, once a report is generated, users have the ability to share the reports with groups or individual users. Once a user logs into Surveillance, reports are immediately available for further analysis or trending. As mentioned prior, if no other manipulation is required, reports may be emailed directly. This automated sharing guarantees that users are seeing the latest reports based off of the most current data available.