



Case Study

Medical Enquiry Responses

Client Situation:

A top 5 global pharmaceutical major was looking to standardize responses to frequently asked product-related physician queries and to make these responses available on the company website. These responses would be accessed by the company field representatives or physicians.

Nature of Queries: general medical queries related to disease / therapy area, pathophysiology, disease management, recent advances / guidelines.

The Sciformix team collaborated with a globally distributed client team to deliver the output.

Scope of work:

- Review existing company information and conduct literature search in established, peer-reviewed databases
- Formulate Standardized responses based on credible & sufficient scientific evidence in the standard format and within the framework of Company's approved Product Information and SOPs for Medical Information, citing all source references
- Send the response along with the supporting abstracts / articles to the respective Product Physicians from the Company for review & finalize the response for publication
- Turnaround time for each response was 3 days for 1st draft & 1 day for addressing client comments & finalizing the response

Sciformix Solution

This project was executed primarily by a trained and experienced medical writer and a senior medical writer. The senior medical writer also provided project management oversight for the engagement. In addition, each response was medically reviewed for appropriateness by a Sciformix Medical Reviewer.

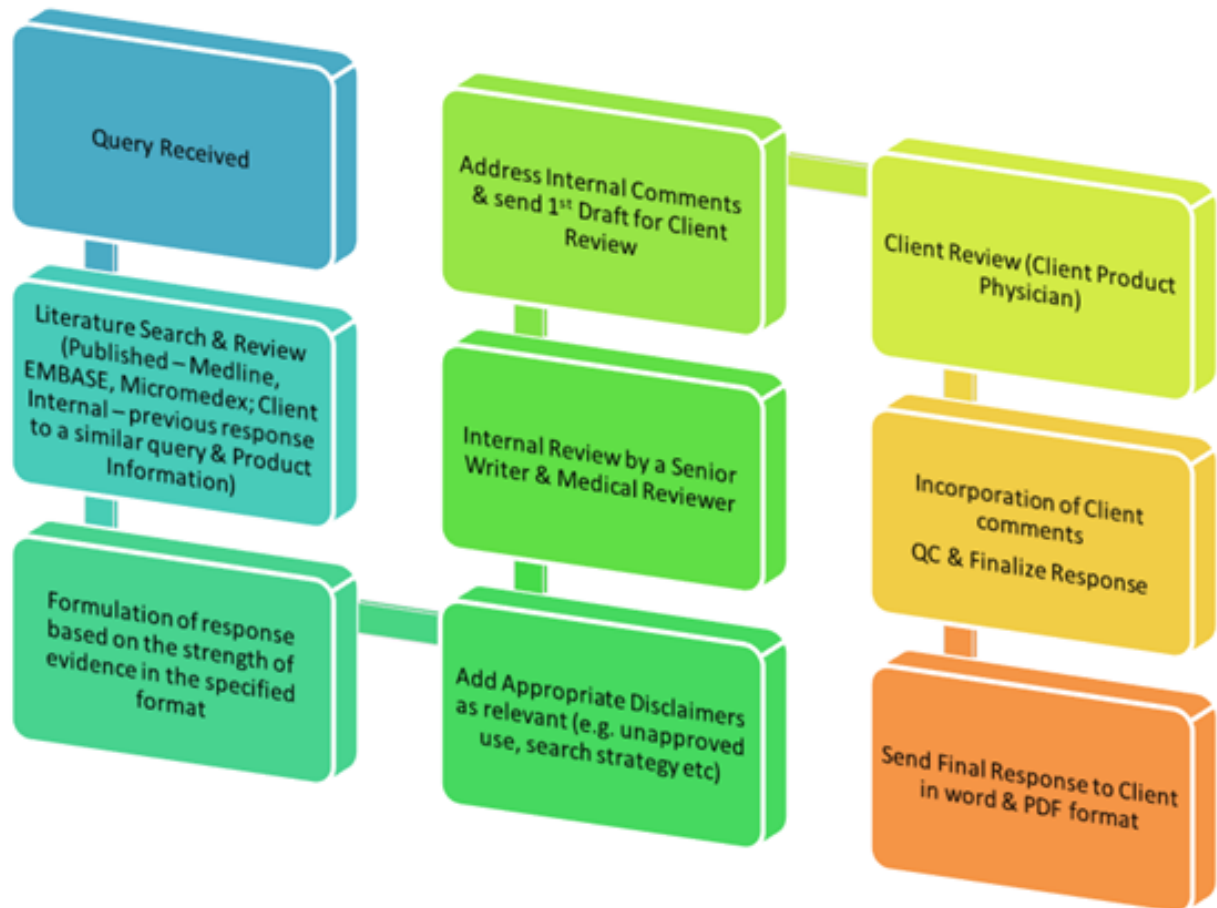
The Client provided basic training and orientation on their product portfolio and SOPs. Sciformix team had weekly teleconferences with client product physicians. Sciformix maintained a dashboard of queries received and completed to allow the global team to view the progress.



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Process for Preparation of Standardized Responses to Physician Queries



Results

Sciformix successfully delivered standard responses to around 500 queries for 45 products across different therapy areas over a period of 2 months. The responses were published on the Company's website for access by its fieldstaff & physicians.

Sciformix continues to work with this Client for other clinical documents such as clinical study reports, product monographs, abstracts and manuscripts.

Sciformix is a knowledge based global service provider for the Pharmaceutical and Biopharmaceutical industry.

We partner with our clients through the entire drug development cycle, to provide a full range of services from study design to post marketing services.

Our expertise lies in using scientific rigor to synthesize knowledge from the deluge of available information and using it, along with our understanding of the regulations, to help our clients make the right decision at the right time.

For more information on how Sciformix Emerging Markets service can benefit your enterprise contact us at

Sciformix Corporation

1500 West Park Drive, Suite 250, Westborough , MA 01581

Phone : 1(877) 576 - 5005

Fax : 1(508) 302 - 6520

Mail : ask@sciformix.com

URL : www.sciformix.com