



Case Study

Scientific Writing

STANDARD PHYSICIAN QUERY RESPONSES

Client Situation

Asian subsidiary of a global top 5 pharmaceutical company had been responding to product-related and other queries asked by prescribing doctors, as conveyed to the medical affairs division of the company by the sales force. The company's product portfolio in the region was substantially different from its global portfolio. Hence standardized responses to most of these queries were not available through the global organization. The medical team of the Asian subsidiary had undertaken a major initiative to create a portal to make product information readily accessible over the internet. Hence there was a need to create standardize responses to frequently asked queries and then to make them available on the company website.

Sciformix Solution

Sciformix team of one lead writer and two other medical writers first defined the format for standardized responses based on the samples from the global organization that were provided. The Client provided basic orientation to their product portfolio. Sciformix writers reviewed existing company information, conducted literature search in established, peer-reviewed databases that Sciformix subscribes to, and formulated responses in the specified format, citing all source references. The Client's medical affairs team provided all information that was available with the company and also made literature articles available when needed. The client identified a product physician for every product which had queries. The lead writer from Sciformix communicated with the identified product physicians for review and finalization of the responses.

About 400 queries were to be addressed in a short span of 6 weeks. Due to such tight timelines, project management and tracking the status of queries and communicating them to the client on a weekly basis was also very important. The agreed turnaround time for each response was 5 days for the first draft and 1 day for addressing client's review comments and finalizing the response. Sciformix maintained a dashboard of queries that allowed the Client team to view the progress.

The process was first piloted for 10 queries, the responses for which underwent a 100% QC from the Client's product physicians. Weekly teleconferences were conducted between Sciformix and the Client's medical affairs team for the first 2 weeks, and subsequently, on an as-needed basis.

Outcome

Sciformix created all standardized responses based on credible and sufficient evidence, within agreed timelines, and within the framework of the Client's approved Product Information and SOPs for Medical Information. The Client was able to make the standard responses available on the website at the planned time.

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 Biometrics service can benefit your enterprise contact us at

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