

Speaker Resource Center for Pharmaceutical Companies

Overview

Nagarro helped a global pharmaceutical company lower its costs and efficiently manage the training and contracting of professional speakers.

Problem Description

In today's competitive environment, pharmaceutical companies must efficiently manage resources, while meeting regulatory guidelines. Professional speakers presenting information related to a product must be trained and legally contracted by the company; which requires significant time and expense.

Nagarro's client, one of the largest global pharmaceutical companies, needed a better way to manage its professional speaker program. It required a secure method to deliver mandatory compliance and product training to medical physicians, ensure proper completion of training, and manage the speaker contracting process. Additionally, up-to-date information was needed so the company's marketing department could accurately generate reports and the sales department could locate qualified speakers for events. Without an integrated system, the company was forced to renew contracts through

a lengthy and time-consuming paper-based process, identify speakers based on dated information, and conduct expensive training seminars, which often conflicted with many speakers' schedules.

Solution

To help the client meet its needs, Nagarro created a comprehensive web based Speaker Resource Center that fulfilled all of the client's requirements. The Speaker Resource Center provides a secure centralized system for renewing contracts and distributing compliance and training material for the company's products to prospective speakers.

Specifically the system allowed:

- the company to deliver product and compliance training through a controlled e-learning platform
- the company to ensure training effectiveness through mandatory quizzes
- the sales department to view up-to-date speaker information
- the marketing department to generate real-time reports
- speakers to easily access the training programs at their convenience using a rich multimedia interface
- speakers to renew contracts via the web-based system
- speakers to download pre-approved slides available to use during speaking engagements

Benefits

- Allowed secure, controlled delivery of mandatory training via the e-learning system
- Enabled centralized management of the speaker program, making it scalable for speakers, and easy to update for new product information
- Ensured that speakers meet FDA compliance requirements and have been adequately trained on product knowledge
- Allowed identification of most qualified speakers with multiple product knowledge, thus maximizing effectiveness of speaking engagements
- Eliminated the lengthy, time-consuming paper-based contract renewal system
- Eliminated costs of transporting and accommodating thousands of speakers at training seminars, resulting in savings in excess of \$10 million
- Provided anywhere, anytime access that allowed speakers to train at their convenience, thus increasing likelihood of speaker participation in the program
- Standardized slide material used by speakers during engagements, thus reducing compliance risks and client liability