



CASE STUDY

ENVISION SUITE OF SERVICES SUCCESS:

A true tale of a trusted technology partnership

Why a global pharmaceutical company chose Envision Pharma Group as a long-term technology partner to build and scale a global medical affairs ecosystem across its enterprise



About the company: Pharma A is a premier global pharmaceutical company with nearly 50,000 team members who research, develop, manufacture, and market pharmaceutical and nutraceutical innovations. As a medical affairs technology pioneer, they found they had outgrown their disparate, manual communications processes and needed an enterprise-wide platform to power seamless medical affairs planning, collaboration, documentation, and reporting.

Their goal? Find an ideal medical affairs partner and build a global, fully automated communications ecosystem to enable consistent, compliant, real-time collaboration for their entire team.

The result? Today, Pharma A's medical affairs team has successfully integrated with the Envision Technology team to harmoniously work across geographies and therapeutic areas thanks to Envision's sophisticated iEnvision® platform; intelligent, easy-to-use modules; and collaborative team of healthcare communications experts.

Leveraging Envision's entire platform of intelligent medical communications tools, they built and scaled a global medical affairs ecosystem to power seamless collaboration across its enterprise, unify thousands of team members, and drive innovation and growth across therapeutic areas.

Why was Envision chosen as the ideal long-term medical affairs partner for Pharma A?

When Pharma A began searching for a new medical affairs technology vendor, they sought a true partner with vision and experience. They found that their previous vendor's tools were difficult to use. It was challenging to get the reports needed, but what was even more disappointing was the lack of collaboration—they found vendors simply couldn't grow along with them.

What criteria did Pharma A use when evaluating platforms and technology partners?



Vision: Was the partner's product road map and growth purposeful and ultimately focused on improving patient care? Would their expertise help Pharma A's medical affairs team innovate?



Ease of use: Was the design user-centric and intuitive and the platform easy to learn and use? How do deployments go? How are bugs identified and resolved? Can their tools be used across our broad enterprise?



Flexibility: Pharma A needed their partner to scale and grow along with them. As a fast-growing company, they required an agile partner to scale alongside them and in the future.



Ability to meet core business needs: Would the technology support unique workflows? Did it work well? Was it seamless? Was it highly secure?



Data access, integrity, and meaningful reporting: Can data be easily assembled, and can the team pull customized reports that are accurate, easy to understand, and able to demonstrate impact?



Value: Is the return on investment worth the effort? Will it help their medical affairs team better demonstrate value?



PHARMA A SUCCESSFULLY USES THE iENVISION PLATFORM TODAY

Here's their journey to success

Pharma A's partnership with Envision began in 2017. Over the years, the platform has grown in stages. Initially, they utilized separate individual solutions and over time transitioned into the ecosystem that is in place today. This has been successful through the interactive approach taken by Envision to incorporate ideas presented by Pharm A, through individual feedback, focus groups, and meetings with their dedicated account management team.

The entire iEnvision platform is integrated. Today, it is Pharma A's "system of record" for global medical affairs communications. This ecosystem provides their geographically dispersed team members and external partners with a means of communications that is consistent and compliant.

Building this medical affairs ecosystem has been a strategic and multi-year endeavor, according to Pharma A's Medical Affairs Director. They stated, "The Envision team has been by our side at every step."

Today, Pharma A's medical affairs ecosystem includes the following iEnvision solutions:



Publication management:

- iEnvision Datavision® to manage scientific and medical publications efficiently and compliantly. Pharma A opted to include the debarment check and integration with doDOC and the iEnvision Library
- iEnvision Scientific Communication Platform (SCP) solution for storing scientific communications, including product-specific statements, data references, and communications



Research and grants:

- iEnvision Investigator Sponsored Research (ISR) is utilized to manage the many research requests and evidence-generation programs that Pharma A manages across several countries
- Real-world Evidence/Health Economics and Outcomes Research (RWE/HEOR) modules to manage documentation and feedback loops for real-world evidence beyond the initial clinical trial
- iEnvision Medical Education (ME) was added as Pharma A opted to include fellowships, allowing them to manage clinical education and professional development opportunities for healthcare professionals



Documentation and reviewer support:

- iEnvision Library is a centralized repository developed to support the enterprise-wide storage and sharing of final, approved scientific and medical materials
- doDOC is the one source, real-time document collaboration tool that Pharma A integrated with iEnvision Datavision and ISR solutions, replacing the need for Google Docs



IN THEIR OWN WORDS

Here are the top 5 reasons Pharma A chose Envision to be their tech-enabled medical affairs partner:



1. The Envision team works collaboratively

Envision isn't a vendor. They're a true technology partner. We've purposefully grown and scaled the iEnvision platform together, customizing it based on our business needs as we've evolved

2. Best-in-breed modules, enterprise-level scale

The platform is broad and flexible. It offers the best of both worlds: features and modules built for specific medical affairs needs and a web-based environment that makes new deployments and upgrades easy

3. iEnvision works

It's intuitive and easy for our team and external stakeholders to use. Dashboards are customized, data are reliable, reports are easy to configure and pull, and integrations are seamless

4. The Envision team knows our business

We have a dedicated Envision team. This means our:

- Strategic planning is collaborative
- Day-to-day work and fixes are timely and hassle-free
- Working relationship is harmonious
- Communication is transparent and productive

5. Working with Envision helps us demonstrate our medical affairs impact

iEnvision and the dashboards help us easily show our leadership team data and reports that showcase our medical affairs team's success and value

"We were lucky to find the Envision team. They have exceeded all the expectations Pharma A required and, most importantly, have become an extension of our medical affairs team. Their guidance has helped us successfully grow through the years."

Pharma A's Medical Affairs Director