

Accelerating Business Process Change

IQVIA enables changes to a client's financial processes to improve HCP satisfaction

Situation

Honorarium payments to healthcare professionals (HCPs) have been handled the same way for a long time – paper cheques. This slow process creates further challenges if cheques get misplaced or misrouted. In addition, there are compliance concerns if cheques are not deposited until days or weeks later. The desire was to provide HCPs with a reliable, fast, and accurate method of payment.

Challenge

Many HCPs were familiar with direct deposits, also known as Electronic Funds Transfer (EFT). They viewed it as a simple way to receive payments. However, implementing electronic payments required the collection of confidential banking information from each HCP by the client. Trying to contact and collect information from this large number of HCP contacts posed a significant hurdle. The client lacked the internal resources, knowledge, and technology to undertake an outreach campaign to collect and validate data in a secure and compliant manner.

Solution

The client chose IQVIA to design and execute the outreach campaign. This included fax, mail, and phone channels. IQVIA's OneKey database was used to provide the most accurate and complete contact information. Campaign progress was carefully tracked providing bi-weekly results and reports which enabled quick course corrections to maximize response. IQVIA worked closely with the client to develop bilingual outreach material and to provide them with a secure, client-side, web-based application.

Results

This project resulted in the client successfully collecting the necessary information to expedite the change to electronic payments. In addition to reducing labour and time, the client was better able to track and meet compliance guidelines.



Key differentiators

IQVIA and Data Ad have successfully partnered on multiple projects to help Canadian life sciences companies communicate with HCPs and HCOs.

Data Ad has years of experience executing multichannel outreach, have in-house bilingual resources, and will ensure that the right audience is researched and targeted for your specific project.

IQVIA is a valued partner to life sciences companies and can provide a wide range of connected solutions including OneKey, the most accurate and trusted way to find HCPs. OneKey is continuously enriched and delivers the trusted information life sciences companies need to power their downstream commercial applications.

CONTACT US

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