

## Inbound Medical Information and Adverse Event Response Center



### Customer

One of the world's largest pharmaceutical companies. The company sells its products in more than 130 countries.

### Business Challenge

- Distributed PV operations in Canada, Florida and Amsterdam
- 15 PV Associates handling case processing for 250+ products
- All processing and reporting was done using Oracle AERS
- Customer was looking to consolidate operations, improve service levels and gain cost and process efficiencies
- A secondary driver was to continue regulatory compliance with increased product pipeline

### Mahindra Satyam's Solution

- Mahindra Satyam's alliance partner, Sciformix established an

offshore delivery platform customized to customer needs

- Offshore operations currently consist of 15 process associates, team leads and managers
- Process and knowledge transition was successfully executed by the transition team

### Benefits

- Sciformix is already delivering services consistent with internal service levels prior to outsourcing
- Operations have undergone quality audits; both MHRA and US FDA have been notified. The customer has audited the operations and Health Canada audit expected in Q2, 2008
- Sciformix currently supports regulatory submissions of the cases for US FDA, MHRA and Health Canada
- In 2007, this initiative saved over USD1 million for the customer

Scaled up and went live supporting call center for Canada and USA, case processing and PSUR writing.

At Mahindra Satyam BPO's Life Sciences practice, we offer high end, value added services like Research & Development, Manufacturing and Sales & Marketing.

**R&D:** CDM, Clinical Trial Site Setup, Safety Narrative Writing, Medical Writing, AE Management, Regulatory Filings, Litigation Case Processing.

**Manufacturing:** Material Management, Manufacturing Ops Support, Engineering Services, Supply Chain Management, Packaging Services, Distribution, Logistics

**Sales & Marketing:** Promotional Artwork, 2D & 3D Animation, Visualization, Medical Affairs Support, Sales Force Support, Content & Portal Management, eLearning

For further information please write to [Connect@mahindrasatyambpo.com](mailto:Connect@mahindrasatyambpo.com) and [rfi@mahindrasatyam.com](mailto:rfi@mahindrasatyam.com).