

✓ **TWO  
THIRDS**  
REDUCTION IN  
RESPONSE TIME  
TO PHYSICIANS

✓ **2,000 +**  
ESTIMATED  
USERS  
SEARCHING FOR  
INFORMATION

✓ **20%**  
EFFICIENCY  
IMPROVEMENT  
FOR STAFF  
GLOBALLY

✓ **3 TO 1 DAY**  
REDUCTION IN  
RESPONSIVENESS

“We saw the immediate impact of BA Insight's Preview technology. Our medical information specialists love the fully formatted previews for all search results. They can instantly create personal folios – this allows them to answer inquiries quickly and completely.”

— BUSINESS IT MANAGER

## Leading Pharmaceutical Company Uses BA Insight to Reduce Response Time to Physicians

One of the world's top pharmaceutical companies utilized its Medical Information System (MIS) as a primary resource for the staff who answer physicians' inquiries about the manufacturer's drugs. The MIS contains the global data and information required to answer physicians' questions related to potential drug interactions, variable use scenarios, and additional pieces of information related to their patients' individual histories. In order for the company's staff to search and find answers to these questions, they had to manage an extensive number of custom attributes and then sort through information which was time consuming and costly.

“The physicians who call are typically very short on time, and their questions are important,” explains the company's Business IT Manager. “We have to ensure that we provide complete, accurate answers very quickly.” In order to speed up response times and address physicians' needs more effectively, the team needed to enhance the search capabilities for the MIS.

### The Opportunity

The MIS is a customized global solution built within Microsoft SharePoint, and with more than 2,000 users accessing the system worldwide, the company needed a scalable and robust solution to optimize its search functionality. Accelerating response time not only improves customer service, but also positively impacts physicians and patients.

The critical nature of physician inquiries presented the opportunity to extend search for SharePoint to improve efficiencies and include greater flexibility and customization for the medical staff responding to the physicians.

### The Solution

The company selected BA Insight because they needed a solution that they could implement quickly and one that integrated with SharePoint to provide fast, efficient, and global search capabilities. The BA Insight Software Portfolio provides extensive capabilities to enable a very rich user experience such as document preview, and other features including full hit highlighting and dynamic graphic hit maps. As a result, medical information specialists can now quickly assess the relevance of the MIS information without having to take the time to download files.

## The Results

Immediate time saving benefits as a result of the project included:

- Ability to drilldown on information quickly
- Rapid search results for inquiring physicians
- A 20% improvement in time efficiency for staff globally
- Reduced response times for physician inquiries from three days to one

The company received positive feedback from its MIS users – in fact, the rapid response and efficiency improvements earned the Business IT team a prestigious corporate award in recognition of the success of the project and the search technology implementation.

## Competitive Advantage

With BA Insight's Software Portfolio the company believes they have already surpassed competitors in terms of being able to rapidly respond to physician inquiries – essential to maintaining strong relationships with those who prescribe their medications.

With the success of the enhanced search functionality the team is now able to look ahead to the next search initiative. "More than 75% of our medical staff is field-based and they don't have direct access to our MIS," said the Business IT Manager. The company's current process requires field staff to enter inquiries into a request system. Responses are then prepared by associates located at the central office.

"In the near future, we plan to implement mobile capabilities to enable field-based medical staff to have the same immediate search functionality as our on-site team – and then we'll be able to effectively eliminate wait times for many responses," notes the Business IT Manager. "While face-to-face with healthcare professionals in their offices, field staff will be able to search the MIS to answer physicians' questions on the spot. It's a global competitive advantage that will really set us apart – no other pharmaceutical company is doing this. We couldn't do it without BA Insight's knowledge and search technology."

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**"We had high satisfaction ratings from our very diverse community. We received extremely positive feedback from users around the world."**

— BUSINESS IT MANAGER

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BA Insight provides software that makes it possible to implement SharePoint intranets that have internet-like search experiences. Our Software Portfolio includes connectivity to a wide variety of systems, classification, Smart Analytics, and applications including Visual Refiners, Smart Previews, Expertise Locator, and User-Generated InfoSites.

We serve visionary life sciences organizations around the globe including Allergan, Amgen, Bayer, Bristol-Myers Squibb, Johnson&Johnson, Merck, Novartis, Parexel, and Pfizer.

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