

CASE STUDY 

## Ennov Serves as Global Patient Call Center Platform

For this project, Ennov provided the solution to a US-based multinational health care company known for providing a broad portfolio of essential hospital products, including but not limited to: sterile IV solutions; infusion systems and devices; biosurgery products and anesthetics; pharmacy automation, software and services. Their global footprint and the critical nature of its products and services play a key role in expanding access to healthcare in emerging and developed countries. A worldwide employee network builds upon the company's rich heritage of medical breakthroughs to advance the next generation of healthcare innovations that enable patient care.

A subsidiary of the company is a global provider of specialized care to more than 2,000,000 patients; providing a full range of care at over 70 care centers in North America, Latin America, Europe and Asia.



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## Challenge and Need:

### Provide the very best patient experience possible

The diagnosis of a chronic disease is a serious situation that leaves patients to face a multitude of life changing challenges. Whether the patient must travel to a clinical 3 times per week to undergo treatment, or to undergo daily, at-home treatment, the impacts of receiving therapy to manage their condition are obvious. For many patients, the mere thought of receiving treatments, combined with the unknowns associated with the procedures can be very stressful—impacting mood and overall well-being. To combat this, it is very important to establish a patient support program with the primary aim of providing the very best patient experience possible. From interactions with clinical and administrative personnel to ordering clinical supplies, ensuring the patient has fast and efficient access to the resources required to effectively manage their condition and maintain a high quality of life is the principal focus of the call for tenders.

## Project: Responsive call center platform to support global patient interactions

Nearly 2,000 employees working 24x7x365 in more than 70 facilities located in 16 countries all with the same goal—making life better for their 2,000,000 patients. It sounds difficult, and for some, it may even seem unattainable. However, when providing unparalleled patient care is part of the company DNA, nothing is impossible. The customer recognized that the best way to ensure the highest levels of patient service, consistent across all facilities and geographies, was to unify the organization using a global document, process and learning management solution. The search for the optimal solution started with the help of their centralized procurement department. Initial market research identified approximately 15 solutions that could potentially meet their needs.

### STAKEHOLDERS DEFINED 3 SPECIFIC REQUIRED CRITERIA FOR THE SOLUTION PROVIDERS:

- › The solution must be established within the market, as there was no desire to be an early adopter of an unproven product.
- › The solution must function within the context of a clinical services organization and effectively meet the associated regulatory requirements.
- › The solution must be available in the local languages of the facilities using it—English, Spanish, Portuguese, French, Chinese, Finnish, Danish, Norwegian, Swedish and Indonesian.

Once the selection criteria were applied to the candidate solutions, the field was narrowed from 15 to 7. During the evaluation process, the remaining solutions were assessed further and, one by one, they were eliminated from contention for failing to satisfactorily meet the requirements. In the end, after 4 months of analysis, the combination of Ennov Doc and Ennov Process were identified as the best fit for their operation and organization. Once the selection was made, an aggressive implementation schedule was established: the compression of an 8-month effort into a 5-month duration. The implementation project was divided into two phases: Phase 1 focused on global technical support located, while Phase 2 focused on clinical operations, pharmacy and global customer services. Through a combination of teamwork, cooperation, and communication, both phases of the project were completed on time and are in production. The customer and vendor teams continue to work together to extend and enhance the solution while providing patients across the globe with the best experience possible.

In 8 months, 9 business workflows were successfully implemented across Technical Support, Customer Service, Clinical Care, Pharmacy and Quality Assurance organizations.

## Conclusion

- › **A Global Solution:** Nearly 2,000 employees across 70 locations on 3 continents, have easy access in their local language to the information required to deliver the highest level of customer service.
- › **Industry Expertise:** Ennov was one of only two solution providers with the requisite clinical industry experience required by the customer.
- › **Unified Platform Advantage:** A single solution for document and process management accelerates implementation times and simplifies training.
- › **Advanced Analytics:** Robust reporting and visualization tools provide improved visibility into clinical operations and overall performance.



*"The Ennov project was very successful and a great experience. The aggressive timelines made the project very challenging. What kept us going to make the finish line was the great sense of teamwork between the two organizations. I think we learned a lot from each other and we will continue to learn from each other."*

Senior IT Manager

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## About Ennov

Ennov offers a unified compliance platform to power solutions that span all regulated business areas (Regulatory, Quality, PV, Clinical, Commercial). From leading pharmaceutical companies to start-up biotechs, we proudly serve over 450 companies and 500,000 users worldwide.

For more than 25 years, we have been developing innovative, powerful and easy-to-use software for regulated content, data and process management. Our solutions are designed and built to support the entire Life Sciences R&D continuum. Ennov is ISO 9001 and 27001 certified for all software products and processes, and we boast a 100% success rate in customer audits.

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