

Consolidating a National Database to Enhance Customer Support

Case Study: Pharmaceutical Prescriber Support

THE CHALLENGE:

A leading international pharmaceutical company provides phone-based and online support to every prescribing physician in the country. Within the organization, there might be several points of contact between the company and the physician. Additionally, because physicians often practice from a number of different locations and are assigned a variety of licensing numbers, the company's physician data was fragmented and often inconsistent. Over the past several years, the company had tried to streamline this massive body of information into a single source file that would link all contact information, including the physician's AMA Medical Education number, state license number and DEA numbers. However, these consolidation efforts had been unsuccessful, resulting in less than optimal physician support and satisfaction.

THE SOLUTION:

InterDirect took over the project, designing a series of process routines that accurately consolidated disparate data into a single authoritative record for each of the hundreds of thousands of prescribing physicians. With virtually no margin for error, each step was thoroughly tested, documented and approved by the client. InterDirect completed the project well ahead of schedule and under budget.

THE RESULTS:

Linked records provide the client with a central repository for prescribing physician data throughout the organization. Customer service and support has become much more efficient and effective, and physician satisfaction is on the rise. InterDirect continues to maintain and update the data, ensuring utmost accuracy and accessibility across all areas of the client's organization.

InterDirect specializes in results-oriented marketing optimization for leading companies.

We are dedicated to providing customized products and services to meet your unique needs.



iD InterDirect[®]
Data • Insight • Results

281.582.0871 • InterDirectUSA.com

1001 S. Dairy Ashford St., Suite 450
Houston, Texas 77077