

Customer Success Story

Accurate Healthcare License Validation with Integrated Transparency Reporting for Emerging Pharma

As pharmaceutical manufacturers cross the threshold from clinical development to commercialization, the journey ahead can be both thrilling and challenging. They need to invest wisely in their commercial, compliance and transparency infrastructure to maximize year-one success in the market and set the momentum for years two, three, and beyond.

The Challenge

After successfully completing their phase 3 trials, an emerging US-based manufacturer began shifting gears from research-focused towards prepping their go-to-market strategy.

As they worked on their New Drug Application submission, they also began onboarding compliance leadership to find the best vendor suited to support their forthcoming regulatory and disclosure obligations for commercial engagements.

To ensure their sales representatives could hit the ground running, leadership identified three essential requirements they needed to have in place come launch:

- *A centralized source of authoritative Healthcare Professional (HCP) data that could integrate directly with their selected Travel and Expense platform, SAP® Concur®*
- *Automated capture of required HCP data attributes to meet Federal Open Payments (Sunshine Act) State and Local transparency reporting obligations by field reps*
- *Aggregated spend data management with Covered Recipient data for automated generation of required Federal, State and Local disclosure reports*

The Solution

After a comprehensive review of vendors in the Life Science space, MedPro Systems emerged as the frontrunner. MedPro offered a low-risk approach to accurate commercial data management paired with end-to-end transparency reporting.

MedPro's authoritative healthcare license validation database, MedProID®, could integrate seamlessly with

their SAP Concur Expense environment to capture all Covered Recipient data at the time of the expense. Field representatives could also search and verify key HCP license attributes in seconds from all major federal, state, and medical association datasets, including SLN, NPI, taxonomy, and more.

Expense reports would then be automatically exported from SAP Concur to MedPro's comprehensive transparency reporting platform, MedPro ComplianceReportingID®, for in-depth spend data management and analytics on the customer's preferred cadence.

With spend data aggregated to a central repository, the compliance team could efficiently remediate data, automatically generate Federal, State and Local disclosure reports from the platform and spend more time proactively auditing their data to identify and address potential compliance risks.

Across all, MedPro also offered real-world compliance expertise from a dedicated, nimble team of industry veterans who would support them throughout the life of the contract, making MedPro an easy choice for the manufacturer to move forward with.

The Conclusion

By partnering with MedPro, the emerging pharmaceutical manufacturer could fully leverage its investment in its compliance and transparency infrastructure, successfully bring its product to market and is now more than a few years into its commercial tenure.

As the scale of their operations has grown with success, MedPro has also been able to seamlessly adapt to meet their expanding needs, supporting their now national field rep team.

MedPro has also worked to support the manufacturer with expanded data integrations as their needs have evolved, including accurate HCP email address data for enhanced commercial targeting and ongoing CRM data enrichment for sampleability updates.

MedPro's focus on long-term partnerships and shared success is a key differentiator in supporting pre-commercial launch planning requirements.

Learn more at: [MedProSystems.com](https://www.MedProSystems.com)



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