

Medical Information from Professional Information

Professional Information Limited is a well-established Medical Information service provider for the pharmaceutical and healthcare industries. It operates with one of the largest information groups in the industry and is recognised for the quality of its people and processes.

The company has grown rapidly since its beginnings in 1998, and now provides Medical Information enquiry handling support for over 70 different pharmaceutical companies including 9 out of the top 10.



Professional Information differentiates itself in the marketplace through:

- Expertise
- People
- Quality focus
- Audit readiness
- Customer service
- Responsiveness and flexibility
- Cost effectiveness

Expertise

Professional Information is uniquely dedicated to delivering Medical Information on behalf of the pharmaceutical industry to its customers.

This focus has enabled Professional Information to grow a team with real expertise and an in-depth understanding of Medical Information, ensuring the development of true value-added partnerships with the clients.

Professional Information handles over 100,000 enquiries per year from the full range of customers, concerning virtually every different therapeutic indication. This prepares the company uniquely well to handle even the most complex of enquiries from the most demanding of customers.

People

The key to Professional Information's continuing success is its people.

The company works hard to recruit the best people, and invests extensively in their development and training. Professional Information's structure, comprising aligned Medical Information Officers within specific teams allocated to projects, facilitates job satisfaction and career progression.

Outstanding staff retention rates are achieved as a result of the company's people-focused policies.



Quality focus

The systems and processes at Professional Information are founded on ensuring the delivery of a quality service. The success of this policy is emphasized by the fact that many of the company's processes have been adopted by clients' own in-house teams.

Regular surveys conducted by Professional Information's clients have demonstrated comparable quality or better with a number of leading in-house Medical Information teams.

Audit readiness

Professional Information's skills, and the appropriateness of the systems and processes that are in place, have been confirmed through numerous MHRA and client audits which have resulted in consistently positive outcomes with no significant findings.

Professional Information is uniquely positioned to evaluate the feedback from multiple audits, ensuring continuous systems and process development to meet current requirements.

Customer Focus

Professional Information aims to provide a Medical Information service that meets and exceeds the expectations of its customers.

Success in Medical Information depends on good customer service. The people who contact Medical Information with enquiries are often the key customers of a pharmaceutical company. Getting the customer interaction right, in terms of the quality of the service provided and the response given, is paramount.

All the personnel at Professional Information are selected on the basis of their strong scientific qualifications and communication skills which are the fundamental competencies required for delivering good customer service in Medical Information.

Responsiveness

The pharmaceutical industry operates within a rapidly changing environment which makes flexibility and responsiveness an essential feature of any successful outsourcing initiative. Professional Information has built successful collaborations with its clients by demonstrating flexibility and responsiveness whenever possible.

Cost Effectiveness

Professional Information aims to deliver a high quality service within a very realistic budget.

The company's critical mass (unusually large for an operation that is focused on Medical Information), the focus on developing and implementing process efficiency, and the location in North Yorkshire, all contribute to Professional Information's ability to provide outstanding value without compromising on essential quality.



The People at Professional Information

There is a strong focus at Professional Information on attracting, developing and retaining a team of professionals who offer the right mix of scientific knowledge and communication skills.

The team at Professional Information currently includes over 45 life science graduates or nurses, including a high proportion of PhDs. The entire team is based at the company's state of the art enquiry handling centre in Richmond.

Rachel Lilley is the Managing Director of Professional Information. Rachel has over 20 years experience in Medical Information including 5 years as Head of Medical Information at Pfizer UK prior to establishing Professional Information.

Keith Lilley is the Director of Business Development, responsible for client relations and new business development at Professional Information. Keith has over 25 years experience in the pharmaceutical industry, having held a number of senior roles in mainstream Pharma as well as the CRO sector.



Medical Information Services

Professional Information handles telephone and written enquiries on medicines and devices from healthcare professionals and the general public.

Since its establishment in 1998, Professional Information has grown strongly and now handles over 8,000 enquiries each month on behalf of over 70 different healthcare companies including 9 out of the top 10 pharmaceutical companies.

Professional Information understands the importance of the balance between technical accuracy, positive customer interaction, and service affordability.

The teams at Professional Information have extensive experience of handling enquiries across the whole range of therapeutic indications on POMs, Ps, GSLs and devices.

Quality is key when it comes to outsourcing Medical Information, and the QA and QC processes at Professional Information ensure compliance with the pharmaceutical industry's expectations and requirements. Professional Information is regularly audited by its clients and the MHRA with consistently positive outcomes and no significant findings.



Options for Outsourcing

Professional Information offers a full range of Medical Information enquiry handling solutions to meet client requirements:

Permanent or temporary

A long term service is available for clients who have selected outsourcing as their strategy for delivery of some or all their enquiry handling service requirements. Alternatively, temporary outsourcing is available to provide cover during staff shortfalls, enquiry peaks or special situations.

Products

Support can be provided for the entire product portfolio, a sub-section of products only (eg the mature, non-promoted products), or for a single product or therapeutic area.

Scope

A full enquiry handling service can be provided, whereby enquiries are handled with reference to the product labelling and/or existing standard responses, or by a search of the literature (standard texts and/or online). Alternatively, first line support only is available if required.

Service hours

Services can be provided during standard office hours only, for extended hours, outside of office hours only, or on a full 24/7 basis. Ad hoc cover is also available, whereby enquiries are handled as and when the client's in-house team is not available.



How Outsourcing Works in Practice

Professional Information will develop a process that is tailored to the client's specific requirements, based around the following generic service model.

Enquiry handling

Enquiries received at the client's switchboard are automatically transferred to Professional Information on tagged lines. This enables the enquiry to be routed directly to the team that has been trained to handle the client's enquiries, and ensures that the enquiries will be handled in line with client requirements. All enquiries are handled in accordance with agreed client-specific Working Practices which cover aspects such as adverse event and defective product reporting, and the specifics of enquiry handling.

Enquiry responses

Depending on the client's service requirements, enquiries are handled with reference to the product labelling, existing standard responses (standard letters, Q&As and FAQs), client in-house data (monographs, data on file, etc), and standard sources (textbooks and online).

Logging and reporting

All enquiries are initially logged on paper and are then transcribed to a client-specific database in MS Access. Detailed enquiry reports and summary reports are generated from the logging database, tailored to the client's specific requirements.



Medical Information Outsourcing – Case Study 1

Enquiry Handling for the Mature Products

Professional Information provides a broad range of outsourcing solutions, tailored to specific client requirements. This case study illustrates one outsourcing scenario, whereby Professional Information handles medical information enquiries for the mature products of a large UK pharmaceutical company.

The problem

The client wanted to utilise the limited headcount available for Medical Information to provide the best possible support for the current promoted product portfolio.

This was proving difficult as the large number of older products was taking up a significant proportion of available resource.

The service

Professional Information was given full responsibility for the entire range of mature products (n>50). A full medical information service is provided, so that the only enquiries that are referred back to the in-house team are those where the data is only available in-house (eg from manufacturing). The service has subsequently evolved so that, as well as supporting the mature products, enquiries are also handled on the promoted products outside of normal hours and on an ad hoc basis during office hours.

The solution

Outsourcing has released capacity in the in-house team to enable them to fully support the promoted products (which comprise approximately 10% of the product portfolio but are generating over 80% of the company's revenue). This has also enabled the in-house team to develop new skills as they are now able to provide proactive support alongside their colleagues in Marketing. The ad hoc service, which provides cover for the full product range as and when required, enables the entire in-house team to attend departmental meetings and development sessions. It has also become an important element of the clients Business Continuity Plan, ensuring that a consistent and reliable Medical Information service will always be provided for the company's customers.



Medical Information Outsourcing – Case Study 2

A Full Medical Information Enquiry Handling Service

Professional Information provides a broad range of outsourcing solutions, tailored to specific client requirements. This case study illustrates one outsourcing scenario, whereby Professional Information handles all medical information enquiries for a mid-sized UK pharmaceutical company.

The problem

This mid-sized company had only a very small team for Medical Information and Drug Safety. The growing demands for pharmacovigilance were leading to a highly overstretched department which had resulted in a recent MHRA audit with a number of significant findings.

The service

Professional Information was given full responsibility for all Medical Information enquiry handling for the entire range of products (n=15). The service is provided on a full 24/7 basis, and includes adverse event follow-up, whereby Professional Information takes responsibility for sending out the standard letters and forms to collect additional data on any adverse events identified. Professional Information is also responsible for notifying SPC updates to the sources, including the electronic medicines compendia.

The solution

Outsourcing has released capacity in the in-house team to enable them to fully support the pharmacovigilance requirements associated with their product portfolio. The success of the outsourcing initiative in this case was exemplified by a successful repeat MHRA inspection with no significant findings.



Medical Information Outsourcing – Case Study 3

A First Line Medical Information Enquiry Handling Service

Professional Information provides a broad range of outsourcing solutions, tailored to specific client requirements. This case study illustrates one outsourcing scenario, whereby Professional Information provides first-line enquiry-handling cover for a large UK pharmaceutical company.

The problem

This major UK company receives a large volume of enquiries and, although the majority are very straightforward, the in-house team was becoming swamped with the workload. As a consequence, the service being provided for the company's external and internal customers was falling short of corporate standards.

The service

Professional Information was given first-line responsibility for all Medical Information enquiry handling for the entire range of products (n>70). As such, enquiries are handled with reference to the product labelling and standard response documents provided by the client. Any enquiries that cannot be handled from these data are escalated to the client to handle. Second-line support (full enquiry handling) is also provided on an ad hoc basis when the in-house team is unavailable.

The solution

Outsourcing has released capacity in the in-house team to enable them to meet corporate standards for customer service. The solution has proved highly efficient as >90% of enquiries are handled and closed by the first-line team.



Why Choose Professional Information for your Outsourced Medical Information

Professional Information offers its clients:

- ✓ An expert team of experienced Medical Information professionals working as an extension of the client's own team
- ✓ Quality proven through positive audit outcomes
- ✓ Successful collaboration through flexibility and responsiveness
- ✓ The critical mass, systems and processes to ensure delivery of a consistent and cost-effective service
- ✓ A real, demonstrable track record of success



Contact

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