



Simplify your
sample distribution plan
with PharmaNET.

Company Background

The client specialized in the research, development and marketing of pharmaceuticals and provide innovative, therapeutic, corrective and aesthetic solutions that meet the health care needs of patients and physicians.

At a glance

- 5500+ employees working worldwide
- Operations in 80 + countries
- 5 R&D centers (France, Sweden, Switzerland, United States and Japan)
- 6 manufacturing sites (France, Canada, Sweden, Switzerland, Germany and Brazil)
- 34+ affiliates in the major countries of the globe's five continents

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Business Challenge

Large drug manufacturers have stock points in almost every state in India. Stock points follow a stock transfer model from the manufacturer and all invoices sent to the stockists are on the name of the manufacturer itself.

Effective sample distribution plan is very crucial in pharma industry for increase revenue and brand recall. Earlier the stock points were managing sample and promotional literature distribution manually and encountered many challenges like:

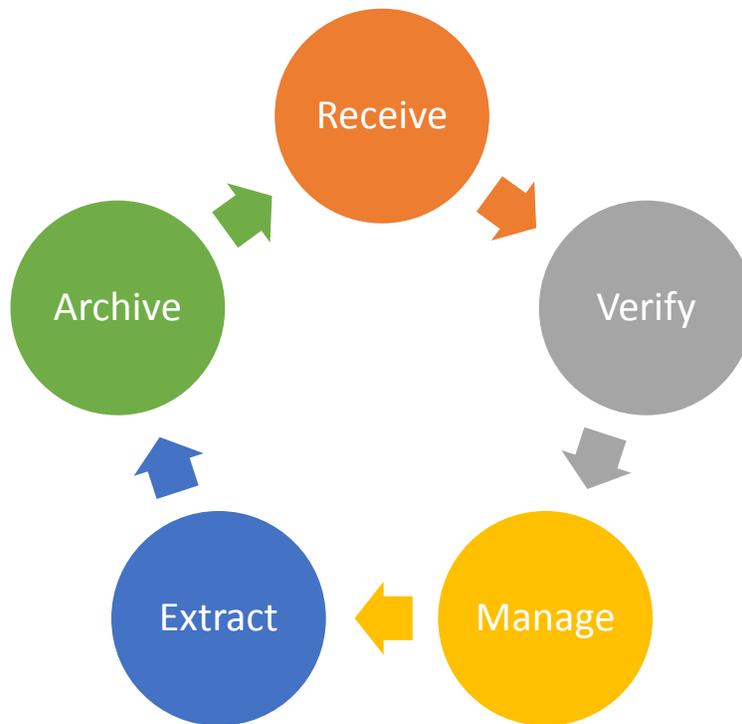
- Incurring high cost and time for its in-house order management of samples and promotional literature
- Many spreadsheets and ad hoc systems being used to manage samples, but unable to provide the level of control and visibility required
- Diverse range of products and promotional materials with different specifications
- Receiving a large number of sample orders from various sources, including the email, telephone and fax so the order missed out chance is always there
- The process was unsecure and highly error-prone

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To refurbish this outdated and error prone system our client adopted PharmaNET which streamline the execution of sample distribution among medical reps, sales managers, regional sales manager, zonal sales manager, chemists. PharmaNET is an efficient solution that allow representatives to focus on driving revenue, while we manage the details of storing, shipping and replenishing samples and promotional literature.

HOW THE SOLUTION WORKS



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Receive

Stock points receive most of the sample requirements of medical reps from SFA software, sometime requirements also come from different sources like email, fax, and phone so PharmaNET also provide the flexibility to enter order manually which minimize the order missed out chance.

Verify

The solution also checks that the quantity ordered is valid for the particular material, the MR is entitled to order specific goods or services, and that the requested date is within a reasonable timeframe and more.

Once the automated checks and verifications have occurred, the system consolidated all the sample requirements and process it in a single order.

Manage

The order is automatically put into a workflow when exceptions occur or approvals are necessary. Let your medical reps track the progress of their orders by setting up automatic customer notifications throughout key phases of processing. Reps will no longer need to call and check their order status, allowing your staff to concentrate on processing orders, rather than responding to incoming calls.

Extract

PharmaNET also allows the stock point to create different invoices for different medical reps at one go release of different samples and promotional literature. Return of samples to stock points in case of change of medical reps or excessive demand than supply is another value added feature provided by PharmaNET.

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Archive

Electronic copies of orders are kept for as long as necessary and can be shared across departments directly from PharmaNET. Electronic archiving allows orders to be available at any time and accessible to all authorized personnel from any location for as long as needed. No more searching through file cabinets and no more wasted time.

Return on investment

- Reduce cost by eliminating the use of paper with secure and automated sample distribution plan.
- Minimize sample processing time
- Accurate and effective execution of sample distribution plan with greater control and visibility
- All of which equate to a greater competitive advantage and business profitability

For *DEMO* please write us at: sarjen@sarjen.com

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