Case Study

Transforming Medical Information Across 17 European Markets

How Biomapas helped a leading pharmaceutical company transform its Medical Information operations across Europe.

Client overview

A leading pharmaceutical company with a broad and diverse product portfolio required a structured, compliant, and scalable Medical Information support model across multiple markets: Sweden, Denmark, Norway, Finland, Poland, Lithuania, Latvia, Estonia, Germany, Austria, Belgium, Netherlands, Luxembourg, Spain, UK, Bulgaria, and the Czech Republic.

The company's portfolio included speciality prescription medicines, vitamins, and parallel import products, creating a complex Medical Information environment. Inquiry types varied significantly depending on product category, available documentation, medical complexity, and local market practices.

Challenge

The client needed to manage this varied portfolio across several countries while ensuring consistency, compliance, operational efficiency, and effective coordination with safety processes.

Key Challenges include:

- varied inquiry types across different product categories
- fragmented workflows between Medical Information and Pharmacovigilance /Quality Teams
- redundant data entry and duplication of effort
- delayed response timelines caused by disconnected processes
- increased compliance risk due to inconsistent handling and documentation
- difficulty maintaining alignment across affiliates while respecting local practices
- limited visibility into inquiry trends, escalations, and operational performance
- different country websites, contact details, and local entry points for inquiries, creating an inconsistent experience for patients and healthcare professionals.

Differences in local contact routes and communication channels could make the client appear fragmented or difficult to navigate from a public perspective. Creating a more unified and structured approach was therefore important not only for operational efficiency, but also for improving visibility, strengthening the client's reputation, and making the organization appear more coordinated and reliable externally.

A broader strategic challenge:

Ensuring Medical Information was recognized beyond a regulatory function, as a value-generating service supported by structured processes and actionable insights.

Solution

A structured Medical Information operating model was implemented across the contracted countries, supported by clear workflows, defined responsibilities, and strong collaboration between global, local, and operational teams at client and Biomapas level.

At the core of the solution was a centralized Medical Information database acting as a single source of truth (SSOT) for inquiry handling, documentation, and tracking. This enabled a more connected and efficient model for managing inquiries, adverse events, and product quality complaints across markets.

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Approach

Step 1: Establish SSOT
A centralized Medical Information database was introduced to serve as the primary system for case documentation and tracking.

Step 2: Centralise task management
Incoming requests, follow-ups, escalations, and case closures were managed within one integrated workflow.

Step 3: Automate routine workflows
Incoming emails automatically generated tasks, reducing manual administration and improving response times.

Step 4: Standardise case handling
Medical Information inquiries, adverse events, and product quality complaints followed consistent handling procedures across all participating markets.

Step 5: Define clear escalation pathways
Structured escalation processes ensured that complex inquiries reached the appropriate medical or functional experts.

Step 6: Connect Medical Information, Pharmacovigilance, and Quality
Integrated workflows improved collaboration between functions while maintaining clear responsibilities.

Step 7: Harmonize documentation practices
Standard documentation practices improved traceability and compliance, while supporting consistent reporting across countries.

Step 8: Balance global consistency with local flexibility
The operating model provided a globally aligned framework, while allowing adaptations for local regulatory requirements and market practices.

We add value to partnerships. Always.

The implemented model helped the client move from fragmented and country-dependent processes to a more centralized, scalable, and compliant Medical Information framework.

Key benefits included:

- reduced duplication of effort between teams,
- faster and more structured inquiry handling,
- improved traceability and documentation consistency,
- strengthened compliance support,
- better visibility across affiliates and markets,
- more efficient coordination of standard and complex inquiries,
- enhanced operational value through structured workflows and data-driven insight generation.
- improved oversight through country-level KPI reporting, enabling performance monitoring across markets and supporting more informed decision-making.

About us

A pan-European pharma services provider rooted in the Baltics, offering worldwide Pharmacovigilance and Medical Information services and specialized Clinical Development and Regulatory Affairs capabilities.

Interested in a partnership? Talk to an expert.

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