



GLOBAL HEALTHCARE CONTACT CENTER

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As a single-source provider of contact center solutions for clinical trial recruitment and retention, adverse event reporting, consumer affairs, pharmacovigilance and product recall support, we help you successfully manage consumer and healthcare professional communications. We are experts at designing, implementing and managing tailored programs throughout the life of your product. Our logistics management, process control, training and quality assurance systems are unparalleled.

CORE CAPABILITIES

- › **Operators:** Highly skilled and experienced communicators, our MDs, PhDs, nurses, dietitians and lay agents offer services in 20 languages.
- › **Technology:** Our HIPAA compliant and Safe Harbor certified contact center uses the highest-rated telephony and IVR equipment in the industry. We employ a fully redundant system, with every transaction protected by SSL encryption. Our extensive SOPs and rigorous testing and validation for each program ensure data quality and integrity.
- › **Process and Quality:** Our comprehensive quality assurance program ensures proper call handling and full compliance with client standards. Staff recruitment and monitoring programs include in-depth new hire and project training, frequent call monitoring and calibration sessions.
- › **Web:** We develop and host targeted websites that engage all stakeholders and provide a single portal for patients and health professionals. With user-friendly interfaces and dynamic scripts, we share key product information, capture self-reported data and provide insights into website traffic and utilization.
- › **Metrics:** Data from all response channels is integrated into a single database, analyzed and reported with real-time access. Our robust reporting suite allows for a better understanding of inquiry trends and guidance to optimize your program.
- › **Social Media:** “Tune in” to web conversations about your business, markets or products. Our services include social media moderation and monitoring, web chat, blogging and email management.

AREAS OF EXPERTISE

 **Patient Recruitment:** Our seasoned project managers translate complex protocols into effectual scripts to accurately guide callers and web respondents through study-specific screening. By reducing screen failures at the point of inquiry, we allow sites to concentrate on more qualified referrals.

 **Subject Retention and Compliance:** We identify and remove patients’ barriers to protocol adherence. Enrolled subjects remain engaged through coordinated, ongoing interaction, including personal and automated contact, diary capture, stipend management, SMS texting, mail fulfillment, appointment reminders and pre-visit instructions.

 **Pharmacovigilance:** Our pre- and post-marketing solutions complement your existing drug safety operations and mirror your corporate policies. Callers communicate with medical professionals experienced in adverse event and product quality complaint intake, processing and documentation.

 **Consumer and Medical Affairs:** Our brand representatives are trained to handle complex customer interactions. We provide accurate information to assist with educating patients and healthcare professionals on safe and effective medication use.

 **Risk Evaluation and Mitigation Services (REMS):** We administer universal education programs to healthcare professionals and patients on the safe and appropriate use of products via direct mail, telephone, web and field teams. Programs are intelligently designed to address product-specific risks and to ensure full compliance with FDA directives and prescriber lists.