Tech Mahindra BPS Lifesciences

Unlocking the Potential
for Leading Global Firms

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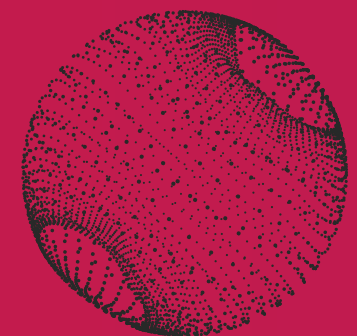
KEY EXPERIENCE #1
MULTI-LINGUAL ARTWORK
AND PACKAGING MANAGEMENT

BPaaS Service in Artwork and Packaging for World's Largest Independent Biotechnology Company

- The client, one of the biggest biotech firm, grappled with compliance issues and artwork workflow management.
- TechM provided a solution through its Artwork Center of Excellence (CoE), a design center in Hyderabad, India. This center offers a multi-skilled and multi-lingual team with 24x7 operational capability, proficient in working across various artworks in 7+ languages.
- Tech has successfully delivered over 10k artworks till date, consistently achieving zero compliance issues for the client.

Delivered Artworks in 7+ Languages for an American Multinational Consumer Goods Corporation

- An American manufacturer and marketer of fast-moving consumer goods. During the COVID-19 pandemic, the client required business continuity and artwork management support for their consumer goods in EIMEA and APAC region.
- TechM promptly arranged work-at-home IT infrastructure and provided virtual training, employee monitoring, and artwork management solutions without any impact on deliverables.
- The team successfully delivered over 52,000 artworks with a 100% quality rate.

Delivered artworks with zero recalls for British Pharma and Biotechnology Company

- A leading global British pharmaceutical and biotechnology company in UK was facing challenges with a multi-vendor ecosystem and issues related to unstable "right first time" and productivity.
- TechM offered E2E artwork and labeling services to address process inefficiencies and inaccuracies.
- TechM has delivered more than 200k artworks, and achieved a significant milestone of zero product recalls, ensuring the client's compliance and averting reputational and financial losses.

Multi-Market and Multi-Lingual Artwork Processing for Europe Based Biological and Pharma Drugs Company

- A Europe-based leading biological and pharmaceutical company encountered challenges with inefficient and decentralized artwork management, leading to an error-prone process.
- TechM implemented its artwork workflow management system to streamline the process. The solution offers multi-lingual, 24x7 artwork management support with a transaction-based delivery model.
- Since 2015, the team has effectively managed 24k+ artworks, maintaining a flawless record with zero compliance issues and errors.

KEY EXPERIENCE #2
DIGITAL CONTENT PRODUCTION
AND MARKETING
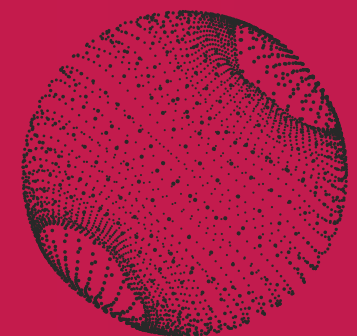
Provided Multi-lingual Content Support In 60+ Countries for American Biotechnology Corporation

- The client, an American biotechnology corporation and a subsidiary of the world's largest biotech company faced difficulties in managing global content promotions setup due to the multi-vendor eco-system for content creation production and analytics.
- TechM provided comprehensive content management, handling, and distribution services.
- The team successfully transferred the client's content to a centralized repository, leading to the successful closure of 26,500 tickets globally.

Certified Content Developers and HTML Professionals for US Based Pharmaceutical Company

- A US-based commercial-stage pharmaceutical company faced challenges with costly and inefficient digital marketing activities due to a lack of right skills and certified resources.
- TechM provided Veeva and SFMC certified experts to expedite content production and achieve a seamless delivery.
- Successfully handled 250 requests within the first year of engagement without any escalations.

Content Support in 11 Therapy Areas And Related Products for US Based Global Pharmaceutical Company

- A US-based global pharmaceutical company required efficient and accurate support for an extensive product portfolio across multiple brands.
- TechM assembled a versatile team capable of producing various materials, including emails, iPad detail aids, videos, and print materials.
- Since 2018, TechM has successfully delivered around 30,000 requests with Multiple skillsets available under a single roof.

USD 110M Saved through Campaign Management Support for British Pharmaceutical and Biotechnology Company

- A British pharmaceutical and biotechnology company faced challenges with the reusability of digital assets, along with data migration and timelines for iPad global content.
- TechM provided digital content production services to address the client's global marketing and content management needs.
- Our services resulted in significant reduction in operational cost while maintaining 99% accuracy and ensured faster turnaround time.

KEY EXPERIENCE #3
MEDICAL AFFAIRS
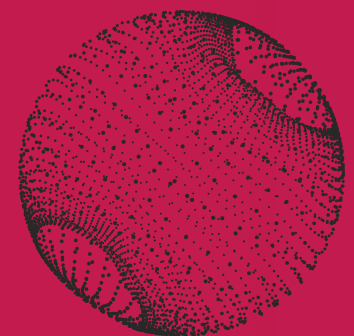
Significant Improvement in Productivity And Quality for American Pharmaceutical And CPG Company

- The client, an American multinational pharmaceutical and consumer packaged goods company faced challenges in labeling and annotating its surgical equipment, leading to production and quality issues.
- TechM devised a solution by assigning images and videos to a certified offshore team that annotated and labeled all surgical equipment in accordance with the provided standard operating procedures (SOP).
- This approach increased productivity from 70 % to 100% and effectively resolved the client's labeling and annotation challenges.

0.75M Medical and Clinical Terminologies Standardized for a US Based Healthtech Company

- The client, a US-based clinical terminology and insights company had difficulties with standardization and high employee turnover and lacked experience in outsourcing.
- TechM addressed these issues, developed a transition plan post-due diligence, prioritizing quality over speed..
- As a result, TechM attained a productivity target of 110% for the client, maintaining a 0% attrition rate in the first two years.

Annotated Cardiovascular Images to Train Existing System for Global Medical Technology And Digital Solutions Innovator

- The client, a leading global medical technology and digital solutions innovator company had challenge providing cardiograph computerized tomography (CT) scans for their heart and vascular centers.
- TechM's outsourced services involved validating specified heart conditions through image automation.
- Resulting, One beat- one rotation –whole heart coverage, excellent diagnostic image quality, and improved health outcomes.

100k+ Articles and Journals Summarized After Systematic Review for Japanese Global Medical Device Company

- A Japanese global medical device company was seeking a strategic partner to develop, review and revise a systematic literature review (SLR) and clinical evidence summary (CES).
- TechM has been onboarded for systematic literature review and clinical evidence summary support. Deployed trained resources to enable faster decision-making in the selection of articles.
- A single vendor and a unified governance structure. Less cost of operations compared to the on-site team.

KEY EXPERIENCE #4
PATIENT ASSISTANCE
PROGRAM &
PHARMACOVIGILANCE
SERVICES
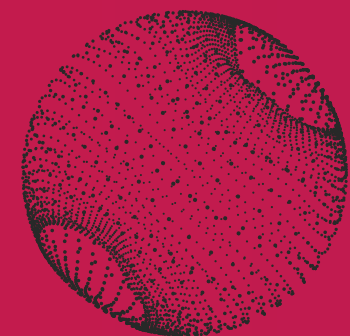
20K + Cancer And Cardiovascular Patients Supported for British Based Swedish Pharmaceutical And Biotechnology Company

- The client, Britain-based Swedish multinational pharmaceutical and biotechnology company faced challenges, in patient retention and supply management across Indian subcontinent.
- TechM executed patient assistance program with the help of qualifies counselors and analytics experts to improvise the process efficiency.
- Resulting in improvement in patient retention from 5% to 30%.

Field and over the phone patient counseling for Europe Based Pharmaceutical Company

- A Swiss multinational healthcare company turned to TechM For a more efficient patient assistance program and improved support from tele and field coordinators.
- TechM provided tele and field coordinators to support the program.
- Resulting in a remarkable 95% conversion rate. The program assisted over 10,000 patients, with a 47% increase in patients completing treatment and recovering.

Provided IoT-Enabled Remote Patient Monitoring Center for American Medical Device Company

- A US-based global medical devices Manufacturing company was struggling with Cardiac patients requiring continuous monitoring, heart rates, and rhythms to be monitored.
- TechM provided an IoT-enabled remote patient monitoring center staffed by experienced clinicians and cardiac technicians.
- This solution significantly improved arrhythmia detection accuracy, achieving over 95% accuracy in the IoT-enabled remote patient monitoring center.

Near-shore Adverse Event Case Processing for Europe Based Pharmaceutical Company

- A Europe-based pharma major inspired by 100+ years of innovation, commitment, and trusted company was seeking an efficient partner to handle its pharmacovigilance operations and address a significant backlog.
- TechM has offered services in the initial steps of case processing such as data entry, quality review, and medical review for therapeutics and medical device case reports.
- TechM successfully processed over 10,000 legacy and test cases, including short projects such as Internal Database Corrections (IDBC).

KEY EXPERIENCE #5
PRODUCT SUPPORT
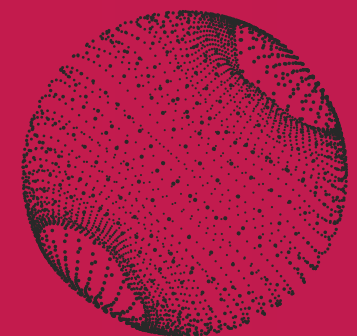
Provided Multi-lingual E2E Product Query Management Support for World's Largest Biotech Company

- The client, a world's largest biotech company sought to enhance its customer experience for patients.

- TechM delivered a comprehensive product query management service, implementing automated contact center infrastructure in over nine languages to achieve a complete transformation and enhance CX.

- This resulted in zero deviation from agreed-upon Key Performance Indicators (KPIs) and Service Level Agreement (SLA) metrics.

Provided E2E Desk Query Management in 6+ languages for Global Medical Technology Company

- The client, a globally renowned medical technology company grappled with high operational costs, localized operations, and a lack of ITIL-compliant processes.

- TechM addressed these challenges by offering an end-to-end service desk query management service operating 24X7 in six languages, successfully centralizing and standardizing operations across multiple locations.

- The result was a 100% achievement of network SLAs and dedicated infrastructure monitoring.

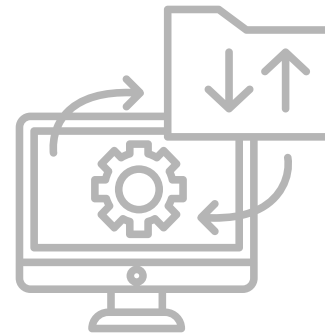# KEY EXPERIENCE #6
DATA MANAGEMENT
AND ANALYTICS
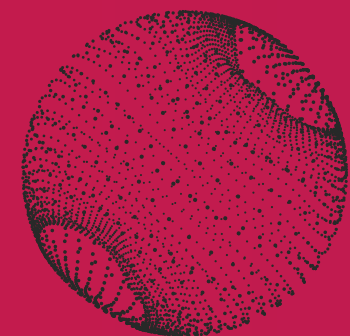
Taxonomy and Tagging Services for British Multinational Medical Equipment Manufacturing Company

- A British multinational medical equipment manufacturer company encountered challenges with its content management system, resulting in poor retrievability for end-users.

- TechM provided content moderation services for the migration of design concepts and copy to the new website, implementing product taxonomy and tagging for efficient search functionality.

- This culminated in the successful migration of design concepts and copy to the new website, encompassing 18 different languages across 1000's pages.

Cleansing, Data Quality And Processing Of Enterprise Data for British Pharma And Biotechnology Company

- A British pharmaceutical and biotechnology company encountered challenges with unstandardized processes, siloed tools, and missing data across its portfolio.

- TechM established a master data management center of excellence (MDM CoE) for process re-engineering and intelligent process automation.

- As a result, there was a cumulative productivity improvement of approximately 23% over three years and a notable 30% reduction in rework and cycle time.

KEY EXPERIENCE #7
SUPPLY CHAIN MANAGEMENT
AND OPERATIONS
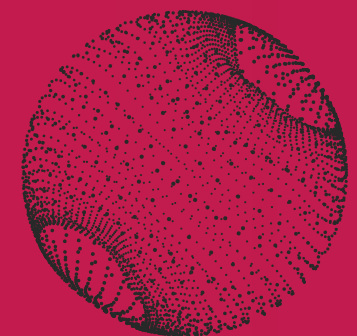
Assessed Over 600 Existing Contracts And Agreements For Identifying Gaps In Legal And Commercial Exhibits for Swiss Based American Multinational Pharmaceutical Company

- A Swiss-based American multinational pharmaceutical company had challenges in overseeing its supplier network and in mitigating risks associated with non-compliance.

- TechM provided solutions for supply chain management and operations and reviewed more than 600 existing contracts.

- This led to a 68% increase in supplier compliance to 100%, and a 48% increase in contract traceability and compliance to 93%.
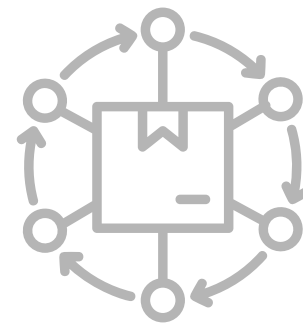
Automate the Data Extraction Service for British Pharmaceutical And Biotechnology Company

- A British pharmaceutical and biotechnology company had challenge accessing information from its internal application, which led to data loss and mistakes.

- TechM provided supply chain management and operations, focusing on automating the data extraction and consolidation process for alerts.

- Resulting in an 83% reduction in time needed to process a missing alert – down from 120 minutes to 20 minutes per day.

For more information on
our success stories and our offerings for
healthcare and lifesciences, please write to
us at **bpshls.salesmarketing@techmahindra.com**

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