What is MedConnect?
The MedConnect digital accelerator is a single solution that is designed to provide global medical inquiry response, product complaint management, and safety reporting systems to enable a modern and efficient way to manage the end-to-end processes for medical information requests and response management.

MedConnect can help leverage medical information management results by:

- **Streamlining processes** to eliminate double handling of data, reduce manual work, and simplify reporting
- **Providing foundational data capabilities** that enable clinical insights into product and therapeutic area (TA) gaps and needs
- **Providing next-gen automation capabilities** such as natural language processing, chatbots, speech-to-text, and end-user portal to enable self-service, faster information sharing, and better customer experience
- **Lowering operating cost** through a single solution that consolidates the technology footprint and decreases total cost of ownership
- **Enabling easy global deployment and better integration** with its innovative, highly scalable, cloud-based solution

What are the potential benefits of using MedConnect?

- **Automated authoring, review, and approval work flows** of medical information requests can reduce response time and promote the reusability of standard content.
- **A standard and easily configurable platform** and consistent processes enable quick adaptability to the changing regulatory environment.
- **Three integrated, cloud-based technology platforms**, Salesforce, AWS, and MuleSoft, deliver all capabilities for a medical information management platform.
- **Prebuilt reporting capabilities at the local, regional, and global levels**, including customer and question insight reporting, create a comprehensive view.
- **Readily available insights** into how data can be used in the cross-functional setting, identifying opportunities and trends.
Core MedConnect capabilities
The MedConnect accelerator’s unified Force.com platform comes with built-in capabilities to track and manage medical inquiries content. These include case intake, medical inquiry fulfillment, product complaint processing, adverse event routing, content management for medical information fulfillment, account management, case triage and quality check, reports and dashboards, and a self-service portal for HCPs and consumers.

MedConnect’s modular design can enable life sciences companies to implement selective capabilities according to their needs, budget, and timeline. In addition, its prepackaged components include training materials, requirements and design, business process and leading practices, configuration baseline and tools, integration APIs, and a validation and testing package.

Case study: Replace a medical information management system with Salesforce.com’s Service Cloud for a top-10 pharmaceutical company

Our client wanted to replace an existing medical information management system with Salesforce.com’s Service Cloud to improve intake, processing, and fulfillment of requests, adverse events, product quality complaints, and settlements for multiple subsidiaries across multiple levels of integration.

Our approach focused on driving requirements harmonization across subsidiaries and using build reviews for iterative development. The resulting MedConnect solution:

• Automates medical information request submissions by field staff by integrating Veeva CRM and Service Cloud
• Enables a single source of truth for HCP demographic information by leveraging sales organizations
• Provides a robust capability for partial fulfillments, ref fulfillments, and multichannel fulfillment
• Automates medical information request intake through our client’s medical information websites
• Implements a single business process across multiple subsidiaries to improve efficiencies
Case study: Implement a new medical information and product complaints system for a top-five biopharmaceutical company

Our client engaged Deloitte to design and develop a global, end-to-end medical information and product complaints system to replace their legacy application. During the project’s discovery phase, we developed user stories, created product backlog, and defined an implementation timeline. We then implemented our MedConnect solution in nine 3-week sprints that included user story refinement, development, integration, and testing. The new system:

• Gives our client the ability to record, triage, and track medical information requests and product complaint cases with a pass-through to Argus for adverse events
• Manages request creation, approval, and closure work flows and generates standard and custom responses for medical inquiries
• Manages investigations and action items related to product complaint cases
• Uses analytics and metrics to provide value-added insights
• Provides seamless integration with Argus and other systems
• Supports multiple browsers and devices such as laptops, mobile phones, and tablets

Start the conversation

Rajeev Vasudeva  
Managing Director  
Cloud Engineering  
Deloitte Consulting LLP  
rvasudeva@deloitte.com  
+1 847 612 1565

Ernest Horany  
Principal  
Core Industry Solutions  
Deloitte Consulting LLP  
ehorany@deloitte.com  
+1 214 244 7090