



Case Study

Controlling Costs in Pharmaceutical Drug Development

Controlling Costs of Drug Development in the Pharmaceutical Industry

The pharmaceutical industry operates on a global level. Improvement in time-to-market for new drugs is increasingly important for companies in order to maximize revenues through the rapid penetration of available markets.

The Client

The client was the Pharmaceuticals Group within a top 5 global healthcare company, responsible for post-approval launching and marketing of new drugs throughout the world. They also conduct continual assessment of product performance and potential through on-going clinical studies.

The Challenge

A significant challenge for the company was to benefit from globalisation and from the effectiveness of their separate country operations which had disparate operating, regulatory and market requirements.

The European Medical Data Project, which was led throughout by external consultant project managers, aimed to meet this challenge by delivering increased harmonisation and collaboration in clinical trials across Europe. The major business change was to produce more focused and higher quality medical information that could be shared locally, regionally and globally.

The Approach

During an initiation phase, our Consultant Project Manager worked with a newly formed Project Steering Committee (PSC) to plan, resource and cost the project. The PSC provided senior management sponsorship and input from business, clinical research and country operations perspectives.

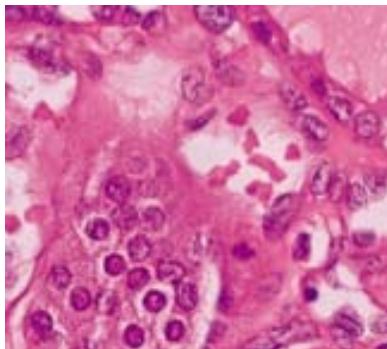
During the design phase, the Consultant Project Manager and our Business Process Analysts worked with the internal teams representing a wide geographical and functional spread, including clinical research, biometrics, marketing and IT.

The phase produced detailed potential designs for consistent clinical trials processes across Europe. The potential designs were refined in relation to specific requirements at local, regional and corporate levels. Proposals and implementation plans were then documented and agreed.

The implementation phase involved carefully coordinated pilots, followed by progressive implementations across Europe. The pilots involved “quick hits” – high impact, easy to implement, enhancements to the way clinical trials were managed from set-up to closure.

Benefits

- Cost reductions and quality improvements at corporate, regional and local levels, comparing favourably with industry best practice.
- Our consultancy programme and project management expertise and skills provided a cost effective approach to the achievement of business objectives and benefits.
- Performance improvement was demonstrated by measurement against agreed clinical trial milestone targets.



“The European Medical Data Project has been a model of how projects should be run. A key aspect was getting buy-in to changes up front, with success evident in the enthusiastic response to our pilot implementation.”

Vice President
Pharmaceuticals Group
Medical Europe

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