



CASE STUDY:

An Innovative Compliance Solution for Rep-Triggered Approved Email

The Challenge

The complexity of evolving prescription drug requirements has created challenges for manufacturer compliance efforts. For instance, Colorado enacted a drug pricing transparency law that requires pharmaceutical manufacturers to disclose in writing the names and wholesale average cost (WAC) of three generic prescription drugs from the same therapeutic class. This disclosure is required for non-personal promotions and other detailing activities targeting Colorado-based healthcare providers (HCPs).

Many commercial teams were not prepared to address the law within their sales teams' approved email communications. Some chose to freeze their sales representatives' email activity targeting Colorado-based HCPs until they could determine the most efficient and compliant approach. Obviously, this negatively impacted engagement efforts across the entire state of Colorado.

In this scenario, a life sciences company considered developing separate approved email templates for sales reps covering the Colorado region to use. However, this approach would still delay HCP engagement while requiring the team to take on the additional burden of managing multiple versions of templates, resulting in a higher risk of error and non-compliance.

The compliance challenges the company was facing begged for an automated solution that would simultaneously increase efficiency and compliance without adding complexity to the process.



The Solution

The Conexus team recognized an opportunity to improve compliance and greatly reduce risk by automating the process. The team designed and implemented a technology-enabled solution that programmatically checked the HCP practice address and dynamically added the appropriate WAC content into the email.

The team developed the underlying logic and applied it within the client's Veeva configuration to create a fully automated solution. As a Veeva Premiere Services Partner, the Conexus team understood how to leverage the platform's power to roll out the new automated capability quickly and efficiently.

The Results

With this implementation, the sales representatives no longer carry the burden of a high-risk, manual compliance process fraught with human error. They can engage with healthcare providers more efficiently. At the same time, the HCPs receive the most accurate and timely product and pricing information.

This broader, programmatic approach reduces the company's overall risk of non-compliance.

The Conexus team understood the business goals and the compliance challenges, envisioned a technology-enabled approach, and rapidly delivered a solution that addressed the client's commercial, compliance, and communication goals.

Since then, many states have moved toward enacting similar pricing transparency laws that require drug manufacturers to make certain information available to prescribers. As state laws and compliance requirements continue to evolve, automated solutions like this can scale to meet those changes without the need for extensive rework making this a critical component of any commercial engagement effort.



The life sciences company has improved its commercial communications by ensuring that the correct disclosure language is delivered to the right HCP in every rep-based email.

The **team** aligned to your **team**.

Conexus provides end-to-end services and systems that let you outsource your commercial operations with confidence. We are purpose-built for small and mid-size pharmaceutical and life sciences companies, giving you solutions that are both best-in-class and cost-effective.

Our work is backed by decades of experience building and managing compliant commercial operations in the pharmaceutical and life sciences market.



The **team** behind your **team**.



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