Advanced Sample Allocation Management

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CASE STUDY: *More Efficient/Effective Sample Distribution to HCPs and Reps*

Background:

A global pharmaceutical company needed to improve the efficiency of its field sampling efforts to better match healthcare provider (HCP) needs and optimize rep sample allocation.

Challenge:

- Avoiding under/oversampling to HCPs
- Appropriately allocating samples to reps across diverse territories

The manufacturer sought a comprehensive process and system to manage and optimize field sampling that integrates seamlessly with existing CRM and other internal systems.

QPharma's Solution:

QPharma implemented its comprehensive Titanium platform, including Ti Sample™, Ti Allocate™, and Ti Validate™, for efficient sample management and compliance. This system enabled effective monitoring and analysis of sample distribution across healthcare providers (HCPs). Using Ti Allocate's data analytics, QPharma identified discrepancies in sample distribution, optimizing sample allocation to field representatives and realigning territories for precise resource deployment.

Titanium® Results:

- Streamlined training minimizes disruptions
- Enhanced data flow across teams
- Improved operational and compliance efficiency
- Realigned territories for better targeting
- Increased Rx volume, reduced costs

Titanium®
Strength Through Intelligence