

## A Case Study on Clinical Trials Solutions

A large pharmaceutical client saves 355K in costs of clinical trials materials.

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### The Challenge

A large pharmaceutical client realized that their process of handling clinical trial materials needed to be more efficient. They had stock in multiple buildings and did not track their inventory. The ordering process was cumbersome and inefficient, resulting in the study sites having to focus on inventory instead of patients. Trial sites were located worldwide and many materials were in-language. Transit time was an issue, so they looked for regional distribution to Europe and Asia. In addition, a lot of time was spent by their personnel on nonessential tasks. The focus of the trial managers should be on tracking patients, not materials. However, the client did recognize that having the correct materials at the right location for the trials was important and needed to have a more streamlined approach.

### The Process

After going through a Kaizen process, the client chose Hibbert to help with the management and development of their clinical trial study materials.

### The Solution

Hibbert presented a global approach so that materials could be produced in and orders would ship from the warehouse closest to the order destination. By incorporating Hibbert's US, UK and Asia regional warehouses, the client gained speed to market efficiencies, as well as considerable cost savings from a shipping standpoint.

Hibbert put together an inventory management team who assessed, inventoried and coded all materials.

Customer Service hours were adjusted to accommodate the US, UK and Asia time zones. An ordering website was developed for the client which allowed for 24/7 order entry.

Recruiting direct mail and email campaigns were established to complement ongoing radio, web and print campaigns.

- Inventory status, order inquiries and customs requirements are all handled by one central point of contact – Hibbert's inventory management team.
- Cost savings based on usage were realized by moving the majority of items to print on demand.
- In addition, Hibbert presented the ability to set up a registration site and communicate and track patients by their preference of texting, email, or direct mail.

### The Results

Hibbert established efficient processes to store, manage and ship clinical trial materials worldwide for all study sites. The client, therefore, avoided spending to improve their infrastructure to accommodate a more efficient approach of managing and was able to reduce head count for trial management.

- On average, study sites in over 45 countries receive over 20,000 line items each year, shipped from Hibbert, enabling the sites to focus on their patients.
- Over 25% of all items shipped are set up as print-on-demand resulting in storage and usage based cost savings.
- The client realized \$355,000 in savings by reducing head count allocated on the administration tasks of material management.

## About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.