



# Pharma Partnering

## Business Partners On Demand

### Case Study 8 – UK Affiliate Data Management

#### Client

A niche manufacturer with an incoming license for a potential blockbuster brand yet little in the way of data, processes, metrics or business measurement due to their relatively short lifespan as a UK affiliate.

#### Brief

Owing to the limited budget, propose solutions which made maximum value of internal (including CRM) and NHS (free) datasets to facilitate business tracking and customer engagement. Also, transition the business away from single-person Excel sheets to more sustainable and scalable reporting solutions which could ultimately be shared with NHS customers in the budget impact and planning settings.

#### Solution

Provided a blueprint for “self-service” data and reporting management with recommendations in terms of technology, design, interpretation and information governance (especially important when considering NHS engagement). Sourced shortlist of potential vendors and held initial positioning meetings to pre-condition for RFI/RFP processes.

If you are interested in working with us or have any questions, you can get in touch by emailing us at [info@pharmapartnering.co.uk](mailto:info@pharmapartnering.co.uk) or by calling +44 (0) 7887 686392 or +44 (0) 1622 814792

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