



Local language teams oversee editorial quality and scientific accuracy across multiple markets

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Background

Prism Ideas has provided promotional copy review services to regional European Medical Affairs departments for the past decade. This review service provides recommendations and advice on material compliance with EU law, as laid out in the European Federation of Pharmaceutical Industry Association (EFPIA) guidelines. Prism reviewers advise upon the editorial quality and scientific accuracy of content. Subjective decisions on claims and statements can then either be made by a Prism signatory, or deferred to the Client. This approach allows our clients to delegate responsibility according to their internal resources. Increasingly, international clients have sought Prism's services for the review and approval of materials in native languages across multiple markets.

...an international partner for the promotional copy review of materials across more than 20 product brands and a dozen markets

Challenge

The European Medical Affairs department of a top 10 pharmaceutical company was seeking to harmonise its approach to promotional copy review. The company had well-established core principles for material review and approval, however, these were complicated by national variations in their application.

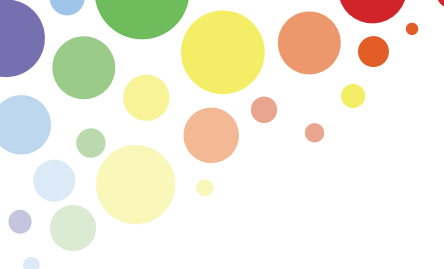
The company sought to outsource to a single provider to standardise practices and decrease the burden on national teams. Prism Ideas was approached to become an international partner for the promotional copy review of materials across more than 20 product brands and a dozen markets. It was imperative that the number of review rounds were kept to a minimum and that individual reviews were completed within the Client's pre-defined deadlines.

A standardised annotating system was designed and implemented across all markets. This ensured that review comments were simple to interpret and consistency was achieved throughout all promotional materials

Solution

Prism Ideas established four local language teams to provide a standardised service appropriate for the level of demand. Prism performed a pilot review of example materials according to the Client's required standards. This pilot was used to confirm a fee structure based on material size rather than a 'time-worked' basis. In addition, the materials formed part of the training package for Prism reviewers. Prism promotional copy review using the Client's review management system commenced approximately 6 weeks after initial meetings.

Upon receipt of each item, Prism performed a preliminary check to make sure it met the agreed minimum standard to enter the review process. Working with Client employees, a standardised annotating system was designed and implemented across all markets. This ensured that review comments were simple to interpret and consistency was achieved throughout all promotional materials. Local market signatories were therefore able to focus on subjective aspects of individual materials, while the international team could track the use of derivative materials and compare process efficiencies across multiple products and markets.



The novel use of pre-defined fees based on material size was a success for both Prism and the Client as it removed the need for item by item estimates, or bulk purchasing of 'reviewer time'

Conclusion

Prism Ideas' distinct approach allows multiple affiliate markets to draw upon a single supplier to undertake the objective elements of compliance review. Implementation of an item validation step encourages material generators to submit fully reviewable items, thus reducing the burden on downstream stakeholders. The novel use of pre-defined fees based on material size was a success for both Prism and the Client as it removed the need for item by item estimates, or bulk purchasing of 'reviewer time'. Prism Ideas fitted seamlessly into the Client's processes and outsourcing promotional copy review has removed a significant burden from the Client's internal medical review teams. Materials are reviewed at a consistently high quality within the agreed deadlines. After an initial two-year contract, the Client extended for a further 3 years and expanded the collaboration to include new corporate initiatives.