Transforming Life Science Operations:

Solutions Meeting Present Demands of Pharma Operations

Abstract

Addressing the challenges within the life sciences operations, Tech Mahindra business services is offering trailblazing solutions, designed to revolutionize the sector. Tackling issues such as personalized customer experiences, data driven decisions in medical affairs, market access and commercial services analytics, and generative AI across life sciences value chain. Our competencies at TechM like DigitAll, TechM AmplifAi, and XDS are redefining the pharmaceutical industry's future.

With a focus on delivering impactful operations, new age technologies like GenAI, design thinking, and hyper personalization are propelling our solutions forward. By offering a comprehensive suite of services, Tech Mahindra sets a new standard for excellence. Tech Mahindra's unmatched expertise and innovation empower life sciences endeavors, offering the ultimate solution for transformative success in a rapidly evolving landscape.

Introduction

The life sciences vertical of TechM is designed to address the prevalent challenges of the industry and present innovative solutions for success. Existing solutions at TechM is fueled by our consortium of portfolio organizations. Our 35+ solutions are tested in client environments and built by specialized expertise. With a strong global presence and a wealth of experience from clinical to regulatory and safety services to manufacturing earned by our experience in over 300 successful projects. We take pride in delivering exceptional results in life science consulting, operations, and transformation. In this ever-evolving industry, we understand the significance of differentiation and are poised to grow our AI/GenAI, data and analytics competencies for an incremental growth in coming years and decades.

Discover how TechM's industry best practices and technology-driven approach can transform your life science endeavors and pave the way for a successful and prosperous future.

Our Solution

Our Best growth solution sets are provided through –

Digital Content Production

The high-performance integrated team across the healthcare and life sciences ecosystem, driving differentiated customer experience that delivers exponential results for pharma companies.

Content Strategy

- Experience Innovation
- Behavior Change
- Design Thinking and Transformation
- Content Planning

Content Operations

- Medical Writing, Editorial, and MLR
- Creative and Digital Production
- Digital and Social Media Marketing
- Automation Tools
- E-Commerce

Data Analytics and Decision Making

- Order Intelligence
- Market Mix Optimization
- KOL Identification and Mapping
- Early Warning System for Market Share Performance
- Disease Prevalence – Brand Promotion
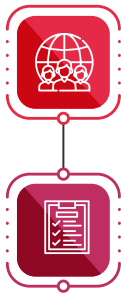
Customer Experience

- Data Driven UX and Design Mapping
- Design Interventions and Persona Segmentation
- Experience Definition - Customer Journeys
- Personalized Content Creation and Enablement

Medical Affairs

Medical affairs are an assemblage of services provided by TechM with the focus of delivering omni-channel services to healthcare professionals (B. Pharma, M. Pharma, and MDs) powered by planned RPA and AI projects.

10+
Global Pharmaceuticals

15
Years in Regulatory Services

- FDA
- EMA
- ANVISA
- PMDA
- CDSCO

4000
Productive Man Days Created Per Year

$8 Mn
of Total Savings Generated

Regulatory Labeling - 45,000 Artworks Delivered

Medical Writing - 50 Product Launches / 500 Literature

Promotional Medical Review - 120+ Countries Covered in Scope

Medical Annotation and Coding - Providing Global Support

Artwork and Pack Support

We have a cohesive team of experienced experts in creative, packaging, artwork, labelling, and software, united by a shared vision to provide top-notch solutions to the regulated industry. Our shared knowledge and insight drive the shaping of our deliveries, ensuring excellence regardless of whether you choose one, two, or all of our solutions.

Packaging Artwork and Labelling and Prepress

Delivering compliant packaging artwork to highly regulated medical device and life science sectors.

Packaging Design and Branding Solutions

Creating and producing packaging, branding, and marketing assets allows global organizations to drive better engagement.

Creative Artwork Adaption

Managing brands, packaging line extension, and delivering physical and digital POS and marcoms assets globally.

Strategic Outsourcing (BPS)

Supplying on-site and off-site outsource solutions supporting the packaging and marketing supply chain.

Advisory, Consulting, and Project Management

Providing advisory, consulting and project management solutions that drive speed, efficiency, and continuous improvement.

Artwork Management Software (GLAMS)

Transforming the artwork management process with AMS software.

Patient Assistance and Monitoring Services

Patient engagement and therapy adherence services are offered through a mature, proven model combining technology and personal touch.

Onboarding and Segmentation	Care and Outcomes	Technology and Platform	Education and Training	Survey and Feedback	Value for Money

Pharmaceutical Safety Services

AE Collection and Follow-up
24/7 AE Collection Support, AE Reports, Product Complaints, Medial Enquiries, AE Follow-Ups, and Safety Communication

Case Entry and Processing
Data Collection (Internet, Fax, Email, And Literatures), Case Entry, Medical Coding and Review

Monitoring and Analysis
Early Warnings, Email Alerts, Clinical Review and Analysis, SAS Analysis and Reporting

Report Writing and Development
Safety Narrative Writing, ICSR Template, PSUR Template, Annual Safety Reports, Risk Management Plans

Data Driven Evidence Based Analytics Support

Our end-to-end services for the data and analytics lifecycle encompass everything from ad hoc to proactive capability build, delivering human and machine-powered insights, while empowering enterprises with scalable AI and ML augmented data quality, robust master data management, a unified enterprise data platform, and predictive and prescriptive analytics.

Experience — Enhanced end-user experience through powerful visualization and self-service.

Outcome — Better business outcomes are delivered through decision intelligence.

Efficiency — Improved operational efficiency enabled through intelligent process automation.

Contact Center Services

TechM offers a comprehensive service landscape, catering to members, providers, pharmacy, and pharmaceutical calls. From policy updates to nurse helpline support, member benefits updates to sales support, and disease management to member advocacy, our services ensure efficient and top-notch customer support for the regulated industry.

24 X 7 Support
Enhanced end-user experience through powerful visualization and self-service.

Traditional and Differentiated Contact Service Types
Outbound Collections, Outreach for Reminders, and Validation.

Multilingual Support
Chat BOT, Patient Journey mapping, Social Media Analysis, RPA / RDA, AI

Benefits

- Better predictability of health outcome from different drugs and procedures
- Better revenue/reimbursement forecasting
- Select drugs/products based on outcome
- Significant reduction in support spends
- Reduce customer effort by 25%
- Reduced MTTR
- Overall increase in CSAT
- Increase in support efficiency
- Decrease in call deflection

The NXT.NOW™ Advantage

- With Tech Mahindra's experience in consulting led delivery for life sciences operations becomes easy.
- We have identified **15+ generative AI use cases** to transform life sciences operations.
- With a continued focus on connected health, we are serving **100+ Mn patients** today.
- In traditional business operations Tech Mahindra can offer up to **40 % efficacy grains** depending upon the size and scale of the business.

Contact us today to learn more about Tech Mahindra HLS's solution service.

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