

Enhanced Transparency & Compliance Case Study



Implementation of a Cross-Functional Reporting System to Comply With Government Regulations

Insyght Interactive, Inc. 11900 Olympic Blvd. Suite 450 Los Angeles, CA 90064 insyght.com

GOALS

In response to new industry demands imposed by recent federal regulations related to healthcare provider (HCP) payments, Insyght facilitated the design and implementation of an auditable reporting portal with integrated support processes to provide instant, ongoing, comprehensive, accurate, and transparent information about HCP-related medical meetings to our client's corporate compliance teams. Based on over 2 years of in-depth experience with this particular client as their preferred medical education provider (including all speaker bureau and medical meeting management services), Insyght was in a unique position to consult with the company on how to improve their speaker programs and HCP management processes. By developing a systematic approach for linking HCP spend data from our existing medical meeting management platform directly to their global SAP reporting system, Insyght was able to help improve the company's overall HCP reporting accuracy and corporate transparency.

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

Insyght's existing client data sets were designed to offer an in-depth and customizable view into HCP utilization, influence, budgeting, forecasting, and spend tracking, by individual speaker, entire speaker bureau, brand, and/or geographic area. Since this data was of value to many stakeholders in the company for diverse purposes, finding a way to enable cross-functional access and coordination was essential to future success. Given the cross-functional nature of the endeavor, coordination with multiple stakeholders within the company was essential and included marketing leaders, regulatory officers, legal representatives, compliance directors, and IT specialists, as well as our client's team of external consultants. Together, Insyght developed a 360° approach to analyze stakeholder needs and to identify key metrics and outputs, and created the most user-friendly, practical implementation plan.

SERVICES

Strategic Direction

- Functional Team Alignment Workshops For Requirements Gathering

Digital Solutions

- System Development of an HCP Spend Tracking / Reporting Tool
- System Integration

Implementation and Evaluation of ROI

- Training Material Development
- Management of a Web-Based User Training Series
- Program Evaluation and Tracking

RESULTS

After an intense, cross-functional planning phase, Insyght successfully implemented a complete system supporting end-to-end processes for tracking and reporting HCP spend for all fee-for-service activities. We designed a process to identify, create, and verify HCP profiles using unique identifiers from our client's customer master, a system which has been further enhanced by the use of our proprietary on-site HCP PASSport™ system that affords real-time data input / linking. This process has removed much of the human element for data review and verification, and has resulted in more accurate data capture and valid reporting. The system is also serving as a model for future clients who seek to improve their speaker program management and HCP reporting and marketing spend capabilities.