

Innovative Solutions Case Study



Insyght's Unique Healthcare Provider (HCP) Program Attendee Sign-In System (HCP PASSport™)

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GOALS

This novel iPad application was conceived by Insyght as a way to streamline and improve the overall speaker program attendee tracking and HCP reporting process. In order to improve the system and increase data accuracy, Insyght worked to develop a tablet-based application that has been growing in use with our clients' sales teams. The application eliminates the need for manual HCP sign-in sheets and, instead, gathers HCP information at the time of the program in order to reduce during and post-program complexities, as well as the overall sales team burden.

SERVICES

Strategic Direction

- Functional Team Alignment Workshops

Digital Solutions

- Mobile Application Development
- System Integration

Implementation and Evaluation of ROI

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

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

After reviewing countless speaker program evaluations from both sales representatives and program attendees, and analyzing HCP spend data for completeness and accuracy, Insyght proposed the development of this innovative iPad solution to improve the overall process for capturing and reporting HCP spend. Using wireframes and process flow charts, Insyght mapped out the user experience, arranged cross-functional team meetings to ensure all requirements were met, initiated the innovative system development, and arranged for pilot testing with a select group of sales force team members. In addition to facilitating speaker program activities, this innovative application also includes specific safeguards for state- and program-specific requirements and/or limitations, and enables immediate verification upon submission of HCP information to the system to provide ongoing attendee tracking and reporting.

RESULTS

The use of Insyght's HCP PASSport™ has been of tremendous benefit to our clients in many regards. First, it has improved the accuracy and completeness of HCP attendee data entered for each speaker program. Second, it has streamlined the data entry process for sales representatives, which has increased data integrity, as well as actual selling time. Lastly, it has enhanced the overall reporting capabilities of the company through automatic data importing, verification and linking with internal databases to facilitate timely and accurate reporting of all spend associated with speaker-programs.