

# Case study – Pharmaceutical Company



## Strategy & Implementation

Pharmaceutical

### Business Objective & Challenge

This company was constrained in its ability to deliver reports for its contract management processes. Its contracting and government pricing systems did not provide reporting capabilities required by the organization's Corporate Accounts business unit. The business lacked a view of the data that would support the definition of new contracting strategies and evaluate the value of existing commercial contracts and Medicaid programs. Critical reports were produced in an ad-hoc, manual fashion without leveraging the existing data warehouse and BI platforms. The client engaged a team from Collaborative and IMS Health to help them create a reporting and implement an information system for their Corporate Accounts team.

### Collaborative Solution

Collaborative initially conducted a rapid current state assessment at the client. This assessment looked at the following in light of the business requirements that were gathered by the team and prioritized:

- *The existing and proposed data warehouse / business intelligence architectures, tools, technologies and functionality to see whether these made a viable platform going forward and whether these environments could be extended*
- *The existing reporting and analytics that were created out of the operational systems*

The team proposed a future state information architecture that could satisfy the business requirements and could be delivered in a phased approach over time. Collaborative then went on to deliver the first foundational release of the corporate accounts information system on schedule using Business Objects XI R3.1 for the BI content against a Netezza appliance. The team also acquired in-depth knowledge of the source data residing in i-Many Medicaid, i-Many CARS, and Model-N, as well as integrating NCPDP prescription and market share data from IHS.

### Results

- The team proposed delivering the solution in a phased approach and implemented the initial phase, delivering maximum business value as early as possible with an information architecture that extended their existing investments in both data warehousing and business intelligence platforms, leveraging existing standards and ETL framework. In all, 50+ reports were delivered to the corporate accounts team spanning the managed care, chargebacks, Medicaid, government pricing, and NCPDP subject areas.