

From Launch to Leadership:

Aurinia's Digital-First Safety Strategy Delivers Strong ROI via Reportum

Challenge

When Aurinia Pharmaceuticals launched its first FDA-approved product, LUPKYNIS® (voclosporin) in January 2021, the team recognized the importance of building a modern, scalable pharmacovigilance (PV) infrastructure from day one.

Rather than replicating outdated systems or manual intake processes, Aurinia's PV experts made a strategic decision: to go digital-first from the start.

Approach

By June 2021, just months after launch, Aurinia deployed Reportum to support its global safety data collection.

The platform enabled the company to capture high-quality adverse event and product quality data more efficiently—directly from consumers, healthcare professionals, and programs like specialty pharmacies, all through a digital-first approach.

Outcome

With Reportum:

- Intake is streamlined, with built-in workflows to support efficient follow-up.
- The platform's scalability allows easy onboarding of new partners.
- Aurinia has seen a strong ROI, while remaining agile for future portfolio and case volume growth.

By choosing a modern solution from the outset, Aurinia avoided the burden of legacy tech and set the foundation for long-term PV efficiency.

Qinecsa continues to support the client across their portfolio, and we look forward to continuing our collaboration to drive further efficiencies and innovation together.
