

Automating Global Case Intake: How Reportum Delivered 70% ROI for a Top-50 Pharma

Challenge

Our client; a top 50 holistic healthcare company headquartered in Japan, globally markets several pharmaceuticals and nutraceuticals.

Their challenge included processing cases from local affiliates worldwide via country-specific mailboxes. With multiple case formats, languages and varied volumes, their process involved highly manual data entry and translation activities.

Approach

Working closely with the client to understand the business problems, the team quickly identified case formats and languages for automation, focusing on areas to deliver the highest ROI.

Document ingestion for client-specific and industry forms via AI and ML Technology was designed and implemented for English and Japanese, automatically ingesting over 120 fields.

The workflow also consisted of ingestion review, redaction, and translation review, followed by export to E2bR3 files into the client's safety database.

Outcome

There was a significant reduction in manual efforts, and deployment of Reportum resulted in up to 70% ROI, particularly where both document ingestion and automated translation were required.

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