

80% Less Manual Work, 200% ROI: Reportum Transforms Global Intake for a Top-10 Pharma

Challenge

A leading Top 10 pharmaceutical company faced a fragmented and inefficient intake process for adverse event and product quality reporting. Their workflow relied heavily on traditional methods such as email and manual forms, particularly for Patient Support Programs (PSPs), which led to:

- Incomplete or poor-quality data at initial capture.
- Repeated follow-ups with reporters to clarify information.
- Inefficient manual steps including translation, redaction, and case reconciliation.
- Delays in case processing and entry into the safety database.

Despite a strong central PV system, the affiliate-based intake structure was manual and error prone.

Approach

The pharma company implemented Reportum, a unified digital-first intake platform tailored to meet the unique needs of different reporter personas (e.g., PSP vendors, sales reps, and members of the public). Key steps included:

- Configuring custom reporting experiences for each user persona using Reportum's PV Design Studio.
- Enabling multi-language, mobile responsive experiences on a global scale.
- Integrating Reportum with the safety database for automated case ingestion and E2B transfer, direct from source.
- Enabling digital follow-up workflows linked to the original case and in local language, reducing duplicates
- Allowing self-service to setup new PSP Programs, and security groups in minutes.

By addressing the intention to report from the reporter's perspective, and providing modern digital experiences, the company captured more complete, accurate, and structured data at the source.

Outcome

With Reportum:

- Up to 80% reduction in manual case handling: Direct digital intake bypassed email-based book-in, data entry, reconciliation, enabling streamlined data flow.
- Up to 200% annual ROI: Potential for additional savings identified if Quality Review workflows are fully adopted.
- Scalability and global readiness: Reportum is now live in 110 countries, supporting 14 MedDRA languages, and used by 50+ vendors, including high-volume providers, such as those supporting PSP studies as well as specialty pharmacies.

Reportum helped the client shift from a reactive, manual process to a proactive, digital-first model, enhancing efficiency, quality, and compliance across their global pharmacovigilance operations.

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