

Scaling for Success: How Reportum Cut Manual Work by 60% for a Top-5 Pharma Blockbuster Launch

Challenge

A global top-5 pharmaceutical company launched a groundbreaking therapy in one of its largest and most strategically important markets. The success of this blockbuster drug brought an unprecedented surge in patient engagement and data volume.

Very quickly, local teams found themselves overwhelmed with manual workflows — including data entry, case bookings, and intake management — that far exceeded anything their affiliates had previously experienced.

The company urgently needed a technology partner capable of streamlining these processes while maintaining compliance and quality standards.

Approach

The client explored modern digital intake solutions and discovered Reportum, a digital-first platform designed to optimize adverse event intake and related workflows.

After an initial demonstration, the client quickly recognized Reportum's potential to address multiple use cases, including specialty pharmacy programs and patient support programs (PSPs).

Within months, the solution was implemented across multiple markets and user groups, seamlessly integrating into the company's existing pharmacovigilance processes.

Outcome

By adopting Reportum, the client achieved a 60% reduction in manual case processing activities, significantly improving operational efficiency and turnaround times.

The streamlined digital intake process not only reduced administrative burden but also enhanced data accuracy, scalability, and user satisfaction — enabling the organization to sustain the success of its blockbuster therapy launch while ensuring the highest standards of patient safety.

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

Qinecsa