Case Study

Revolutionizing
the pharma segment **digitally**!!

BACKGROUND

Technology today has been evolving and the boom – is now! With Artificial intelligence (AI), Machine Learning (ML), Big Data, Robotics, Innovative Wearables, Augmented Reality, Cyber Security, Cloud Migration, Chatbots, etc – a big tech platter, which has loads to offer. Surely, it has engulfed the industries for rising towards Digital Transformation.

Sectors or industries have changed with the way they worked. It becomes pre-quintessential for technologies & organizations to be interdependent on each other thereby, fostering each other's growth. When it comes to complete digital transformation, it becomes very crucial for the organizations to embrace the technology, up to optimum, ensuring proficiency. It is surely a boon for the healthcare and the pharma industry to adopt to the evolving technical trends.

When we mean technology, it refers to a complete 360* revolution, which means that it will be a complete automated, DX solution for our client, a top rated brand name in the pharma segment. With the brand offering immense solutions for the pharma industry, it becomes very crucial for everyone across the organization to be digitally enabled. The entire process of Digitalization is changing various business models and processes, making them more focused and in turn, gaining competitive edge. With DX in place, it shall pave way for employee's productivity, enhance their efficiency, help the organization making it more effective and operate hassle free with the right technology in place. With the DX in place, what an organization can achieve is mentioned below:

- Creating an altogether digitized process

- With the various processes being automated, and in place,

- Ensuring timely delivery of tasks,

- Knowing the real time employee task allocation and management,

- Having the basic process set digitally in order to follow the correct structure or the procedure

- Help report / record/ register the incident / mishap occurred at the site, enabling the review process to be faster and smoother

One of our client, an Indian multinational pharmaceutical company in India was in the immediate need to digitize their entire valuable service offerings. In this regards, we delivered these solutions as mentioned:
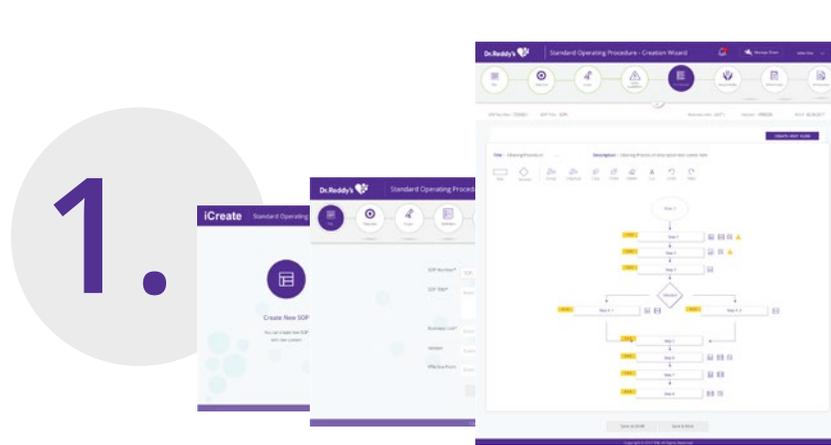
1. Developing a Standard Operating Procedure (SOP's) for making & following a structured pattern
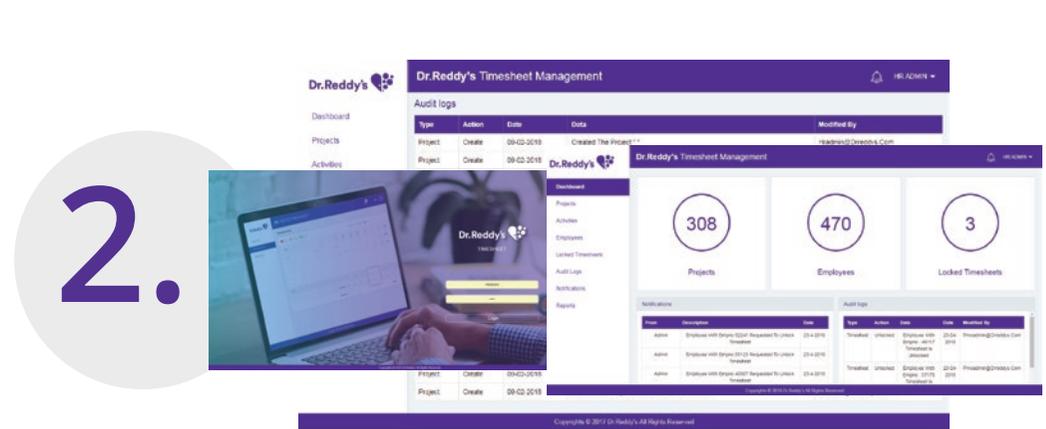
2. Designing a time management app for better understanding of time allocation towards tasks accordingly
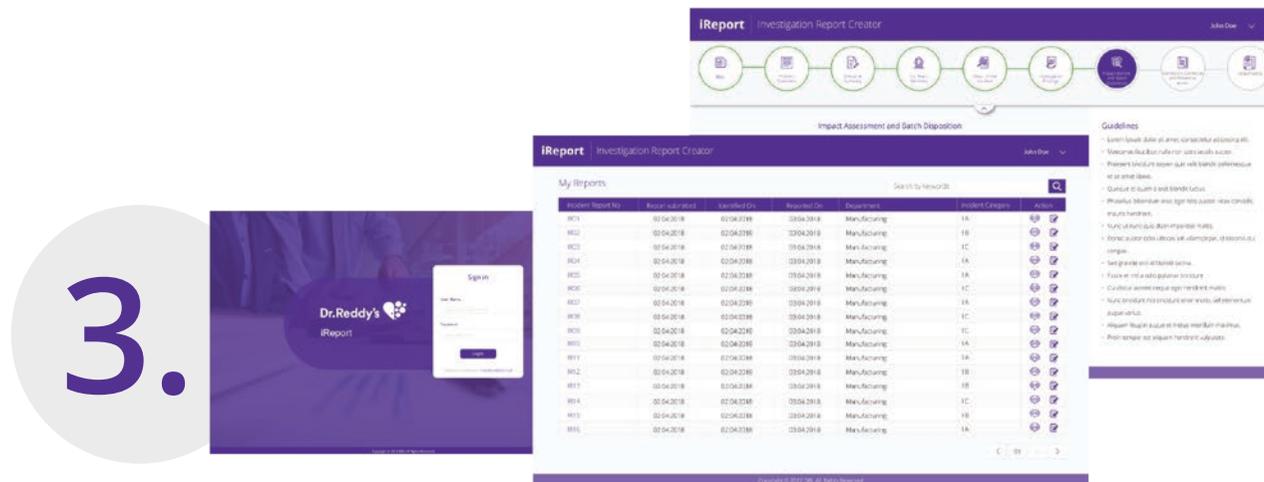
3. Developing an investigation management solution for a smooth transition from manual to digital

Mobinius™ Solution

It was indeed important for a healthcare organization to deliver an amazing user experience and, also being appealing at the same time. Apart from this, for their organization in order to achieve efficiency, quality output and uniformity of performance, while leaving no space for any loopholes in communication, an excellent application was the need of the hour, in order to be digital friendly.

We designed these solutions, keeping the above requirements in mind. Knowing that the healthcare industry is set for a radical transformation, it becomes very important to understand the purpose and the way technology has to be addressed. For the SOP's, it becomes crucial for an organization to have the people, system, processes in place and, in turn making it more efficient & effective. There were times, when the entire SOP's has to be done manually, leading to a lot of wastage in time and also maintaining the records. With the advent of the Digital Transformation, it has become now easy as it has automated the entire process. Not only the standard operating procedures, but also a lot of other process which needs to be transformed keeping the new tech trends in mind. The purpose of a SOP is to carry out the operations correctly and always in the same manner. Gradually speeding from the manual workload and then processing ahead towards automation, the industry can reap benefits from this. Pertaining to timesheet management, our client wanted to build a timesheet management application for its employees, to manage their schedules and the time spent on each projects.

In reference to any incident / mishap or any error found or recorded, especially in a healthcare & pharma organization, it becomes more important to shift from the manual entry to a digital platform, ensuring the technology is used to optimum, in turn reducing the manual hassles / workload.

By providing these automated, next gen IT Solutions, one can be rest assured of escalating organization towards a digital revolution!