

Customer Data Management in the Life Sciences Sector.



BUSINESS PAINS

- ▶ Getting and staying compliant with ever tightened laws and regulations
- ▶ Having a full audit trail on the basic data of suppliers, prescribers, distributors and patients
- ▶ Integrating with your Data Warehouse and long turnaround times for getting the results
- ▶ Complex data entry operations and spend a lot of time on manual repair of erroneous records and verification
- ▶ Improving data management for clinical trials

KEY BENEFITS

- ▶ Be compliant with European Union directives such as 2011/62/EU about falsified medicines and have a complete view of your suppliers
- ▶ Have a system in which you can exactly see who has edited the data of any of the records
- ▶ Have one single source of the truth which can provide trustworthy data for further analysis at any moment
- ▶ Cleanse and validate automatically 80 % of the records and tag the remaining 20 % for manual inspection and spend less time in repair work
- ▶ Have a solution which will help you to manage the data of individual patients and participants of clinical trials testing new medicines

PHARMACEUTICALS SECTOR: CHALLENGES

Pharmaceuticals are faced increasingly with new and stricter regulations. In 2013 European Union regulation came into effect which aims to battle falsified medicines. Pharmaceuticals are obliged to provide insights in their complete supply chain.

The mandatory insights can be provided by the Customer Data Management (CDM) solution, provided by Uniserv. Using the CDM solution the pharmaceutical is able to collate all data of their individual suppliers. All basic data, like company name, addresses, subsidiaries, phone numbers, contact persons etc. are stored and maintained in a centralised system. Each internal system can interface with CDM easily. And, more important any change to the details of a supplier are replicated to all systems.

Authorities require that each change to the data is logged. Therefore a full track and trace feature is provided to comply with any audit.

The CDM solution can also be used to collate the data of individual patients and persons who volunteer for clinical trials to test new medicines. Tests and trials need to be documented thoroughly and each test person needs to be tracked during and after the tests. Uniserv's solution provides a solution which can be implemented quickly, without impacting current systems in place. Each detail like name, address, phone number is validated before it is stored in the CDM system. Instead of multiple sources with data of unknown quality, there is one single version of the truth. Whenever data needs to be updated, for instance the test person has moved to a different address, this is entered effortlessly. Again the updated data is validated automatically and stored with a full audit trail who has done the update.

The CDM system can provide all the data to the Data Warehouse, for further analysis. As all data is fully trustworthy, no time is wasted in cleansing and integrating data. Analysts can directly start right away.

SMART CUSTOMER MDM

The Customer Data Hub from Uniserv extracts and consolidates customer master data from a wide range of heterogeneous data sources. Before integrating the information from these various sources into the Customer Data Hub, Uniserv's data quality tools will have already ensured that all the data is clean, structured and up-to-date. This means that the data quality mechanism is active immediately during initial data collection, and that the consistency of customer data from every source of data is guaranteed. External data (such as from purchases or from data suppliers) can be imported cleanly, simply and quickly.

Thanks to identity resolution, you avoid redundancies within your data storage arrangement and can determine the unique identity of your customer throughout all processes and systems. This qualitative optimised data can be consolidated to a Golden Record, i.e. Single Point of Truth (SpOT). Individual sets of rules enable leading datasets to be automatically processed and supplemented. Synchronisation of the golden record with the source systems is also possible as required.

The MDM solution from Uniserv means that exhaustive programming, plus the time needed for adaptation, as well as the time-consuming software maintenance usually required, are all now outdated. Uniserv's Customer Data Hub requires neither a complex integration project, nor any change of currently existing data models. Based upon the principles of lean integration, this approach enables fast presentation of the first, operatively pertinent results and gradual incorporation of further customer data domains into your MDM solution. This reduces costs, whilst at the same time keeping the project itself lean and the project risk calculable. The rapid implementation of the MDM solution with its high scalability, plus our targeted behaviour with the data, enables tangible additional value to be evident after just three months. Your positive return on investment (ROI) will soon be evident.

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