Enhancing Marketing Scheme Compliance: Delivering 99.5%+ Quality Scores with Tailored Audit Solutions

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Overview

The customer is a leading multinational pharmaceutical company with a global presence, known for its excellence across Pharmaceutical Services & Active Ingredients, Global Generics, and Proprietary Products. Operating across multiple markets, they sought to validate the authenticity and effectiveness of its marketing schemes through a robust quality audit system

Objective

Ensure complete audit traceability, optimize process compliance, and enhance the authenticity of doctor-related transactions within the marketing scheme.

Business Challenges

Inconsistent and incomplete information across their doctor and order network posed key challenges to marketing scheme effectiveness:

- **Inaccurate Master Data:** Lack of verified contact details of doctors created inconsistencies in tracking and reporting
- **Order Verification Issues:** Difficulty in confirming the legitimacy of entities involved in ordering and dispensing
- **Supply Chain Traceability:** Inadequate validation of product delivery locations led to potential compliance gaps

The Solution

To address these challenges, we developed a robust three-level audit framework that ensured comprehensive data verification and process integrity. At Level 1, we validated doctor contact information in the customer master using a combination of scanned documentation and tele-verification, enhancing the reliability of core data. At Level 2, we verified that the ordering entities were properly affiliated with licensed doctors or chemists and that all dispensing parties held valid drug licenses and were geographically aligned with the prescribing doctor. At Level 3, we audited stockist invoices to confirm that goods were delivered to the appropriate and compliant locations. To support this multilayered approach, we introduced process streamlining measures, including real-time mapping of audit status across all levels, enabling transparent case tracking and faster resolution. This end-to-end solution helped the customer maintain compliance, achieve audit clarity, and enhance operational control.

Value Delivered

The solutions implemented helped in enhancing process reliability and compliance visibility while ensuring audit efficiency across marketing activities. This enabled the customer to meet quality and regulatory expectations with speed and accuracy.

99.9% TAT adherence maintaining rapid turnaround across audits	**99.5% +** Monthly quality scores with verified contact and delivery validation	Full visibility on case status across all audit levels through mapped workflows

Business Benefits

Robust Compliance Framework	Accurate Doctor-Affiliation Mapping	Validated Order Fulfillment	Real-Time Case Visibility