

CASE STUDY

ViiV Healthcare transitions from local purchasing to global ePrints solution

Transitioning from local, to globally sourced digital ePrints

David Buckland, Technical Director at ViiV Healthcare (ViiV), had been tasked with identifying the best way to improve the procurement of scientific content. He was looking for a solution that enabled them to transition from locally printed journal articles, to globally sourced digital ePrints in order to achieve better cost efficiencies, as well as manage content across all territories, using its ViiV Exchange Portal.

ViiV realised immediate benefits

Once the team at ViiV had identified Tangent90's Trustrack as the best-fit solution, implementation was quick and they immediately began to see the benefits. They achieved a return on investment in less than three months, saving a total of £450,000 compared to the previous year. The team were delighted with the overall cost reduction, saving £15.20 on each ePrint copy, equating to a total saving of 80% for every copy purchased.

An increase in consents from HCPs

Buckland explains that Trustrack has allowed ViiV to compliantly share and track peer-reviewed scientific content to drive meaningful engagement with healthcare professionals (HCPs). Alongside the distribution of scientific content, Trustrack provided ViiV with a simple, cost-effective solution, that enabled their reps to maintain engagement with HCPs, register every transaction in compliance with local regulations, such as the US Sunshine Act or EFPIA disclosure code, as well as allowing HCPs to provide their consent. At the time of writing, the solution had facilitated an overall increase in consents from HCPs, with over 53,000 ePrints being sourced directly using Trustrack.

Deepening and extending relationships with HCPs via Trustrack

Buckland stated, "Trustrack enables the compliant distribution of digital publications via the channel of choice, whether that's an ePrint on an HCP Portal or at a congress, at their time of choice. This flexibility has enabled ViiV Healthcare to deepen and extend relationships with HCPs. Trustrack's end-to-end analytics delivers real-time, in-depth insight, allowing more effective, data-driven decisions and brand planning."

Tangent90's Trustrack has provided 'one-click' access to key scientific content for HCPs across 25 countries via the ViiV Exchange Portal.



>£450k
saving made from the first global order, compared to the previous year



53k
reprints and ePrints were sourced over three months using Trustrack



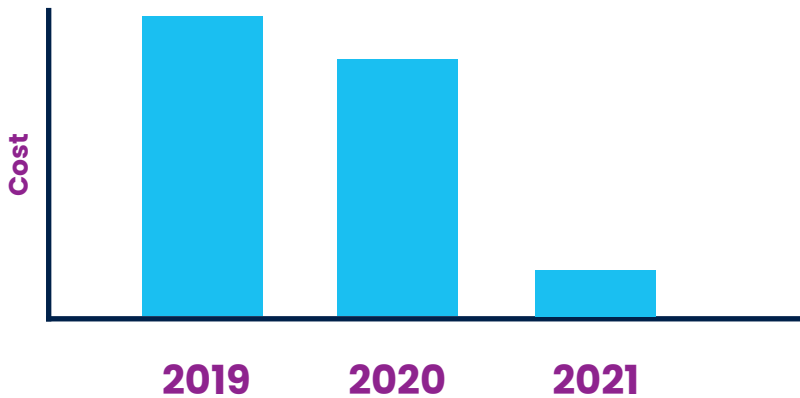
>80%
cost reduction per ePrint copy was achieved, over a three-month period

Supporting a sustainable future

Another important consideration for the industry is ensuring their practices are sustainable. Within ViiV Healthcare, Trustrack is a globally executed solution which has helped to reduce printed paper usage, and therefore lead to a significant reduction in paper waste, helping to support the overall sustainability policy.

“Trustrack enables the compliant distribution of digital publications via the channel of choice.”

Saving year on year



Trustrack
CONSENT • ACCESS • INSIGHT

Tangent90 enables pharma to drive better access and ongoing engagement with healthcare professionals using innovative digital solutions to distribute and support communication of scientific copyright content. Our innovative solutions work seamlessly with the incumbent CRM, enabling reps to share scientific content in the form of an ePrint, capture consent and remain compliant whilst tracking every interaction.

Utilising our extensive knowledge of the life sciences industry and working with a network of partners we trust and who trust us, we offer unique solutions which address an important and often over-looked requirement – copyright compliance.

Together we deliver fast, cost-effective, compliant distribution of scientific content that meets the needs of HCPs, and enables the pharmaceutical industry to manage efficiencies and drive successful customer engagement.