Framework Solutions
Quality and Compliance in Promotional & Medical Review

This is the age of the customer and in order to remain at the leading edge, organizations across the board must engage with the right audience at the right time or risk losing out on business. But when it comes to effective Promotional & Medical Review in the pharmaceutical industry, this isn't as easy as it might seem. Apart from standard concerns around effectively communicating information that patients can relate to, pharmaceutical companies feel restrained due to a highly complex and regulated landscape. All content sourced and published by pharmaceutical companies must not only be precise and well-vetted, but also go through strict validation and approval processes.

"Today, there is a convergence of promotional and medical requirements regarding the creation, approval, and use of digital content and pharmaceutical companies are struggling to find resources with the experience to assist in these regards," begins Chris Taylor, President and Co-Founder, Framework Solutions, Inc. (Frameworks). "Simultaneously, there is an ever-expanding need to manage post-approval digital content, inside this very punitive regulated ecosystem."

Frameworks' goal is to transform their clients' Promotional & Medical Review Process through insights, analytics, and logistical support. Offering a comprehensive suite of professional, process management/coordination services supported by in-depth expertise and analytics, Frameworks is uniquely positioned to drive tremendous value and quality in the pharmaceutical space. Whether the need revolves around designing a content review model from scratch or enhancing a client's existing processes, Frameworks specializes in developing and implementing end-to-end, insights-based solutions. They provide dynamic reporting, complete process optimization, and ongoing coordination while tailoring its offerings to suit client requirements. They facilitate the entire process from pre-review of content and schedule management to approval and release while keeping in mind FDA and regulatory restrictions.

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Pharmaceutical & Life Sciences

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"Companies spend vast amounts of money on infrastructure (systems and people) to help build compliant solutions, and we make sure that our clients realize a return on those investments while also driving value to upstream and downstream stakeholders," remarks Taylor. Frameworks' process managers/coordinators have facilitated the review and approval of over 300K marketing assets since the inception of the service and it comes as no surprise that clients invariably observe a significant increase in productivity and decrease in overall operational costs.

To drive maximum value from commercial and medical review data, Frameworks also offers state-of-the-art analytics and scorecarding to drive efficiency and increase ROI. Additionally, in response to the growing trend towards digital marketing, Frameworks digital asset management initiatives emerge as the proven solution of choice for effective and compliant use of digital content across multiple platforms and content management systems.

Always staying ahead of industry trends and placing customer needs above all, the company recently opened a processing facility in Cincinnati, OH that will be capable of facilitating the additional review of 75,0000 to 100,000 pieces of medical material per year. Further, investments have also been made in internal training and technology. "At present, we are focusing on both existing and pre-commercial pharma companies. The latter can leverage the Frameworks infrastructure prior to their New Drug Application (NDA) and PDUFA (expected approval) dates, thus allowing them to focus their budget on their commercial and medical activities and speeding their time to market," ends Taylor.