

BPM for Pharmaceutical Companies

Metastorm is the leading provider of Business Process Management software and the only company helping organizations achieve Enterprise Process Advantage® – a heightened level of performance resulting from efficiency, agility, and control across mission critical business processes – turning unique, human-intense processes into competitive weapons that drive profitability.

Proven Process Improvement Experience

Metastorm's proven, enterprise-level BPM platform, e-Work®, supports the full roundtrip process lifecycle and enables our Pharmaceutical customers to design, automate and manage critical processes to achieve greater productivity, customer service, profitability and overall business performance improvements.

The Challenge

Today, pharmaceutical organizations live in an extremely competitive, ever-changing industry. Efficient management of core processes is essential for all pharmaceutical professionals. Consumers are more demanding. Regulations are tighter. Costs continue to rise. Gaps exist between people, back-end systems and critical processes and initiatives.

The pharmaceutical industry as a whole can benefit from improved process management – specifically for chargeback and contracts management. In many cases chargeback lines submitted by wholesalers often have one or more of the following errors:

- Incorrect pricing
- Incorrect contract numbers
- Ineligible customers
- Invalid customer identifiers (DEA or HIN)

These errors are caused when the wholesaler contract data does not match the data maintained in the manufacturer contract system (such as CARS/IS). The typical method of contract data exchange used by manufacturers is EDI, email or paper. Although some of this data is sent electronically, the information is not updated immediately at the wholesaler. The wholesaler generally requires 3 – 10 days to update contract pricing and customer information on their system.

The Solution

Metastorm understands the unique needs of pharmaceutical organizations and how they can better succeed with efficient process execution. Metastorm's proven, enterprise-level Business Process Management (BPM) software—e-Work—is the foundation that enables companies to design and deploy processes that increase output and manage resources in an unprecedented manner. Metastorm's BPM technology and proven expertise is helping organizations around the world achieve regulatory compliance, reduce risk, enhance customer service, retain and acquire customers, tie together siloed processes and systems, and do more with less.

The Metastorm e-Work BPM platform provides an open, standards-based framework by which designers and implementers can easily integrate external applications or application components. With easy-to-use tools for modeling, designing, managing, and changing processes, business users own, maintain and optimize their processes. And, the platform provides all of the components needed to support a continuous process improvement cycle. Finally, the Metastorm approach offers rapid design and deployment with complete control over continuous improvements based on insight into how the business is running.

The implementation of a Metastorm enterprise BPM solution provides your organization with an opportunity to achieve immediate process improvement benefits by dramatically improving pricing accuracy, which will result in the reduction or elimination of chargeback discrepancies, chargeback resubmission and contract-related deductions.

By automating this mission-critical process you will establish greater efficiency and improve your ability to manage:

Enterprise Applicability Across Many Processes

A broad survey of Metastorm customers revealed:

- 94% have achieved greater process and business visibility
- 88% have achieved faster response times and overall agility
- 71% have gained better analysis and performance measurement capabilities
- 65% have reduced process cycle time

- Price changes
- New contract awards
- Contract eligibility
 - Member changes, Member additions, Member deletions, Product deletions, Product additions

The pharmaceutical industry is highly dependent on manual processes, which often involve a significant number of cross-functional handoffs, paper files and difficult to manage exception processes.

There are significant opportunities for business process improvement in each of these areas through the development of operating disciplines (new and more efficient processes), improved business rules, and the use of business process management software to automate workflow, manage queues and deal with exception processes in a controlled fashion. The resulting efficiencies drive lower costs and build a rapid return on investment.

Why Metastorm?

Metastorm e-Work provides process control and supports business practices that help to **increase revenues** in several areas:

- Dramatically improve pricing accuracy of wholesalers submitting chargebacks
- Reduce chargeback error rate and increase chargeback turnaround time
- Ensure contract compliance and accurately reflect contract pricing for federal reporting
- Reduce issues resulting from tier eligibility and inaccurate price quoting
- Ensure that customers get the correct price at the time of sale

Metastorm e-Work also delivers process control disciplines that **drive down expenses** in areas such as:

- Automating paper-intensive, error-prone tasks
- Enabling more intelligent and faster exception resolution
- Promoting better staff collaboration with process consistency
- Providing real-time insight into inefficient stages of daily business operations
- Improving performance visibility and accountability

Further, e-Work helps pharmaceutical organizations quickly adjust how they run their business and allows them to efficiently respond to new regulations and higher demands for service.

Gaining Advantage

Many pharmaceutical organizations have already recognized the value that BPM software can provide and are realizing significant results – don't be left behind. Metastorm can help you leverage the latest in roundtrip BPM technology across your core, mission-critical processes to obtain competitive advantage. Contact us today to find out how we can help you realize Enterprise Process Advantage® – visit www.metastorm.com.

