A CASE STUDY

How a Leading Global Pharmaceutical Company Deployed E-labeling for Clinical Trials
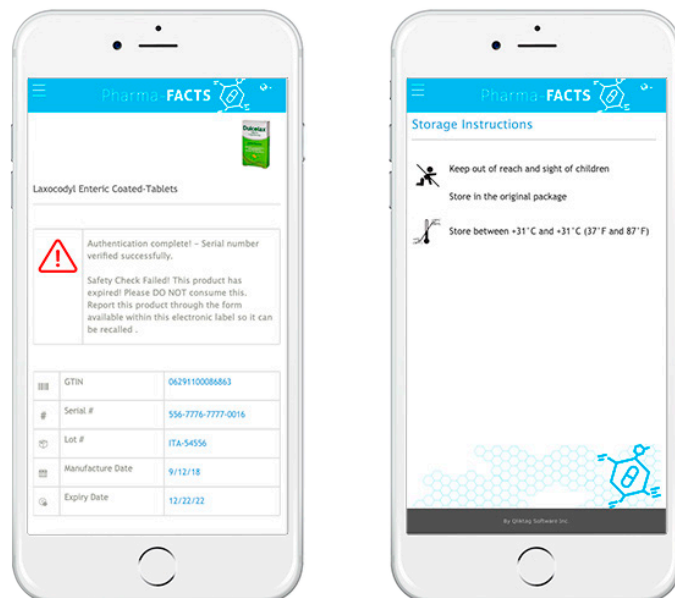
Overview

A major global pharmaceutical company, headquartered in Europe, was looking to address some key challenges in the labeling process for their clinical trial drugs. Using the Qliktag Platform, the company was able to build a suitable data model for consumer facing clinical trials product data and integrate their internal clinical trials business systems, labeling systems and content sources to push data into the Qliktag Platform. Digital labels were then designed & activated for clinical trial drugs actively used in studies and, an e-label consumer mobile application was developed connected to the platform.

Solution

The solution today allows the patients participating in the study to download an app and scan a data matrix code on the packaging to activate a digital label that takes them to an interactive landing page which displays information on the trial drug administered in the language which is based on their phone's language preferences. The solution enables the organization to reduce reliance on paper leaflets and printed packaging for clinical trial drugs, in addition to delivering detailed content in an engaging manner to participating patients, making the experience more efficient and pleasant.

Moreover, the organization is able to deliver the information to patients in over seven languages, gather feedback from them through the electronic label and get analytics and insights, which help further build and improve business processes.

Conclusion

The solution helped the enterprise to dematerialize paper labels and inserts and take an innovative approach to delivering quality healthcare services to the mass. It also helped improve the turnaround time for clinical trials. The enterprise was able to forge a closer and more meaningful relationship with their customers by delivering detailed information on the clinical trials, backed up with multilingual support.

Platform tools used in creating the solution include:

- Data Model Designer
- Entity Creator
- Digital Interaction Editor
- Things Editor
- Standard API's

✉ info@qliktag.com

☎ +1 949-760-3888

🌐 www.qliktag.com

QLIKTAG