



Manage  
Your  
Information

infoMaestro™



## infoMaestro™ Integrated Medical Communications Solution (IMCS)

### RWD's Innovative Approach to Better Managing Your Contact Center.



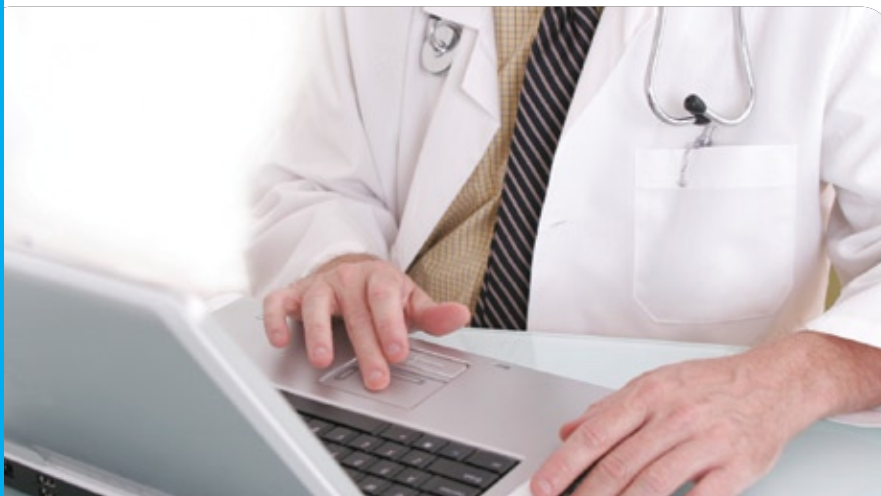
Medical communications professionals are facing mounting pressures to improve customer service, handle increased volumes of medical inquiries, and drive profitability in customer contact centers. Given the scope of functions many contact centers perform within the organization and the rigorous regulatory scrutiny, this is a significant challenge. RWD believes this is also a significant opportunity. Forward looking companies have realized the impact of an integrated approach on the success of the contact center which streamlines the flow of information to your key stakeholders. Increasing customer value and building loyalty will dramatically improve bottom-line results.

RWD is focused on developing solutions that drive and optimize operational and human performance. Leveraging years of experience and domain expertise, our IMCS Solution enables you to:

- Reduce the risk of non-compliance responding to medical inquiries through consistent use of the latest approved information and an audit trail of relevant contact, case, and inquiry details.
- Streamline the creation, review, and approval process for standard responses through elimination of manual, error-prone, and redundant processes.
- Handle increased inquiry volumes without sacrificing quality level of customer service or having to boost staffing levels.
- Automate the assembly and fulfillment of response packages for multiple delivery options including mail, phone, fax, self-serve kiosks, web sites, email, and more.
- Create seamless interactions with internal and external customers including triage and case routing to pharmacovigilance and product complaint systems.
- Promote consistent brand experiences that reflect your brand promise.

**IMCS has a proven track record of delivering significant ROI for our wide range of life science clients where IMCS has:**

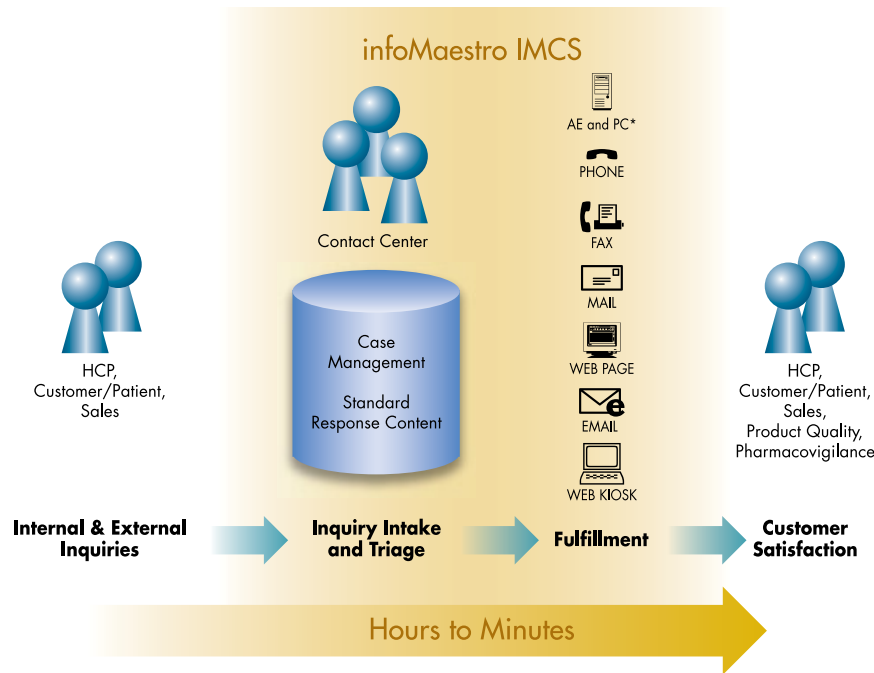
- Improved fulfillment time of response packages from a week to a day
- Increased response rate from hundreds of letters per week to thousands
- Prevented contact center costs from varying with volume of requests
- Helped companies manage increases in call volumes with their current staff levels
- Provided a customer-focused product information approach with flexibility for future data sharing with other departments
- Improved quality and consistency of product information responses



From creation and delivery of medical information response packages to patient recruitment for clinical trials, RWD understands that contact centers come in a variety of shapes and sizes.

- IMCS is flexible to meet the needs of any organization and can be deployed in either a hosted or on premise model.
- Though the process of fulfilling customer inquiries may be different, the reason is always the same – to efficiently deliver the appropriate medical information to your customers – when and how they need it.

RWD has solutions that impact specific areas as well as the overall performance of your contact center.



\* ADVERSE EVENTS and PRODUCT COMPLAINTS

RWD engineered infoMaestro IMCS to integrate all applications that support the creation, management, and fulfillment of standard response packages, while providing critical audit trails for each inquiry. Automated case routing to Pharmacovigilance and Product Complaints systems allows for single capture of critical information. Time consuming, manual, and error-prone processes are replaced with dynamically assembled responses from approved and integrated content. Response time goes from weeks to minutes and inquiries are fulfilled according to your customers' preferences. Operational costs and the risk on non-compliance go down while customer satisfaction goes up.

To learn more about infoMaestro IMCS, contact us at [info@rwd.com](mailto:info@rwd.com) or visit our website [www.rwd.com](http://www.rwd.com).

**Not sure you need an integrated contact center solution? Here are some questions to consider:**

- Are your current systems scalable to your projected inquiry volume?
- Is your contact center driving the best customer experience possible?
- Do you have a strategy for integrating multiple sources of information?
- Are you aware of the total cost of your response management processes?
- Do you pay more as your call volume increases?
- Is your current system limiting your fulfillment options to both internal and external customers?