

This client case study, from healthcare organisation (HCO) Dovetail Healthcare Events, details how PAYCE has provided significant benefits, which include time savings, enhanced working and complete transparency throughout the process.



Why Dovetail Healthcare Events approached PAYCE

As one of the fastest growing health education providers in the UK, Dovetail Healthcare Events organises many academic meetings and conferences every month. These are complex processes which involve managing and organising sponsorship contracts and engagements, and processing payments with many different pharmaceutical companies. Payment systems vary considerably depending on the pharmaceutical company, and the process is not always straightforward. And the way HCOs submit and process their invoices could involve further

differing payment systems depending on what the sponsoring company has in place.

As a result, Dovetail Healthcare Events was working through a myriad of complex procedures and labour-intensive processes - and the time and effort being spent on these manual tasks was becoming a major concern. The use of multiple systems, together with the manual processing of information, had huge margins for error and was leading to delays in the receipt of payments. Multiple exchanges of Excel worksheets (between account managers and field teams) were



taking a long time to complete, resulting in contract deadlines and payment cut-off dates being missed - and the excessive number of email attachments being sent back and forth was causing confusion with version control.



Dovetail Healthcare Events is one of the fastest growing health education providers in the UK. The HCO provides event sponsorship packages to pharmaceutical companies for academic meetings, training programmes, workshops, seminars and scientific conferences with HCPs and HCOs. The organisation works with Integrated Care Boards (ICBs) to facilitate and coordinate educational events, scientific events, training programmes and workshops.

Dovetail Healthcare Events helps to create valuable partnerships between the NHS and the pharmaceutical industry; and, by organising and coordinating these events, enables GPs, practice nurses and other HCPs to keep their professional knowledge up to date.



Pamela San Juan, Managing Director at Dovetail Healthcare Events, says: **“Most of the payment systems we were being asked to use were clunky, complicated, time-consuming and frustrating, with significant manual steps to follow and no feedback on progress.”**

The PAYCE effect

A pharmaceutical company and event sponsor, who was already using PAYCE, introduced the portal to Pamela – and she immediately saw the benefits of having a simplified contracting and payment system, which would enable HCOs to quickly sign contracts, submit invoices and track payment progress for sponsorship engagements.

Pamela says: **“PAYCE’s contracting, payment and disclosure platform has been specifically designed to remove complexities and alleviate time-consuming, manual tasks. It is simple to set up and user-friendly, and the process is quick, straightforward and easy to follow. The workflows tell you exactly where a payment is, whenever you need to know, and you can also use the dashboard to monitor progress. Most importantly, payments are received within two weeks of an event closing.”**

Dovetail Healthcare Events also benefits from greater transparency in its workflow processes. They can process contracts and invoices quickly and efficiently, and with an even faster turnaround time for pharmaceutical companies and HCPs also using PAYCE.

Pamela says: **“The PAYCE dashboard offers a single place to create and access multiple contracts and events at once. It gives all stakeholders – event organisers, field teams, legal, compliance, finance and service providers – immediate visibility regarding the status of each contract and payment. They are kept informed of timelines and progress on all pending approvals.”**

The simplicity and familiarity of PAYCE’s ‘web design’ has also enabled Dovetail Healthcare Events staff to use PAYCE immediately without any in-depth IT knowledge or need for training.

Pamela adds: **“Our favourite feature is ‘My Engagements’ which provides a full overview of all of our events, outstanding tasks and pending payments from HCPs/ HCOs. Notifications and reminder emails are automatically sent until contracts and payment are completed, making it impossible to bypass tasks and miss essential information. When I am working with sales representatives who are also using PAYCE, it’s great because I don’t have to chase them for payments and can focus instead on organising academic meetings and events.”**



“ We work with over 20 pharmaceutical companies and, through them, have been introduced to many different payment systems; but when it comes to invoicing and receiving payments, we have found that PAYCE is the most fit for purpose. It is the best one out there! ”

Pamela San Juan, Managing Director at
Dovetail Healthcare Events