This case study showcases a multi-national pharmaceutical company that uses PAYCE as a fully integrated solution - eliminating labour-intensive manual processing and the risk of duplication, and generating contracts correctly based on a template loaded into the system.

How a UK Local Operating company drove improvements with PAYCE

In 2018, a world-leading British multinational pharmaceutical and biotechnology company, under new leadership, reignited how they engaged with HCPs.

Needing to service HCPs quickly, the company's legacy processes and systems were reinstated – but it quickly became clear that these processes were not fit for purpose, and the systems were not able to handle the many components of engaging with HCPs, nor suitable for paying them.

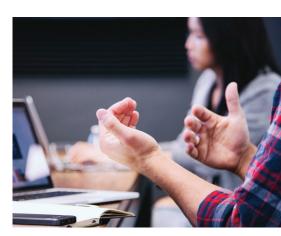The first set of engagements highlighted the unacceptable length of time it was taking just to get an HCP set up on the system, alongside the time it was taking to set up purchase orders and submit invoices.

The UK Local Operating company was acutely aware that they needed to find an easier way to engage with HCPs; one which didn't involve following a bureaucratic legacy process but was able to make payments quickly and efficiently. The UK Local Operating company's director of meetings in their centre of excellence (CoE) started looking in the marketplace for something to help.

They say: "**I found the UK market was devoid of companies which could help with this kind of challenge; or which were built for the purpose of pharma industry collaboration with HCPs, which offered them transparency too.**

"**I wanted to work with an organisation that understands how to engage with HCPs and, crucially, appreciates the importance of reducing an HCP's administrative burden so they can maintain a primary focus on their patients.**

"**I was looking for something that would be completely transparent for HCPs, which showed the full process with timelines - and this is what I found with PAYCE.**"

After an initial workshop, the company undertook a pilot with PAYCE that overlayed the HCP portal on existing systems. This was later extended to integrate with all systems.

PAYCE provided a fully integrated solution, which eliminated labour-intensive manual processing and all risk of duplication, and which was able to generate contracts correctly based on a template loaded into the system.

The PAYCE system sends out everything seamlessly as soon as a meeting is approved or another stage in the process has occurred. It aligns the frequency of payment runs to the desired payment timelines, with the average being well within the 30 days stated on contract.

Most importantly, PAYCE has resulted in the company succeeding in its objective to pay HCPs quickly – and they are now paid, on average, 10.9 days after an engagement.

The director said: "**PAYCE has provided the company with a very straightforward customization, whilst not moving a million miles away from the standard model. Now that PAYCE is in place, the dialogue has quickly moved away from 'What is the status of my payment?' - because HCPs have full transparency and visibility of the payment approval stage, and so have trust in the process.**

"Since launching PAYCE at the end 2020, we have seen a **significant reduction in payment queries. In fact, we've not had any HCP complaints or questions re payment timelines, whereas previously my team was managing such queries daily, which was beginning to impact our reputation.**"

And it's not just interaction with HCPs that has been transformed. From a resource perspective, PAYCE enables the team to focus on activities that add value to the business.

The director told us: "**By adopting PAYCE, we have been able to streamline central resources, effectively saving the equivalent time of one full-time employee.**"

In addition to contracting, the company uses the PAYCE system for expenses, e.g., reimbursing HCPs for mileage. Delegates simply fill in a form, upload the receipts via the HCP portal and the expenses are approved online via the assigned approver, with no manual processes involved. The system is easy-to-use, providing a much-improved client experience.

During the initial trial period, HCPs fed back that the PAYCE system was "like night and day compared to the previous experience".

The PAYCE effect

PAYCE is now established as part of the contracting and payment process, is recognised as something that works well and credited by the management team with transforming the way in which the company engages with HCPs.

The company recommends PAYCE because it has been proven within UK and Ireland as a demonstrable best practice.

The director added: "**From the platform point of view, it's a simple, transparent platform that enables everyone to see the status of an engagement with one or two clicks. From a company point of view, I think what PAYCE offers is above and beyond: the team are responsive and easy to talk to; if any issues arise, they help us to resolve them quickly and easily; and, as an agile company, they're always open to feedback and looking for the next enhancement to make the platform better for everyone.**"

Since adopting PAYCE as part of a wider systems update, the company has also had a number of independent reviews which have concluded that, as a result of implementing PAYCE in conjunction with process changes, approximately 20% of previously existing issues have been resolved, the risks surrounding contracting and payments have been significantly reduced.

PAYCE transforms collaboration between healthcare professionals and pharmaceutical companies by simplifying contracting, enabling faster payments and strengthening disclosure reporting.

PAYCE is used by some of the leading pharmaceutical companies and thousands of UK HCPs and can be used as a fully integrated platform or as individual modules supported with complementary consulting services.

Engagement and Contracting

Payment

Disclosure