

From an Hour to Minutes Finding Insights in Pharma Case Study

INDUSTRY

Pharmaceutical



CHALLENGE

The Medical Affairs and Strategic Development for Medical Inquiry group at AstraZeneca play a vital role. Virtual Scientific Managers (VSM) field inquiries from physicians about drug interactions, sifting through thousands of documents daily.

They use Salesforce to discover whether an approved Standard Response exists. If it doesn't, they create a new one. Each year, this process happens thousands of times. Ralph DeHart, CTO of Enable, an implementation partner for AstraZeneca, found that one central issue kept popping up again and again: Search.

“There were constant complaints about the ability to find critical data. The users couldn't reliably find the content they were looking for. One of the requirements of the application is that you be able to reliably produce consistent results, and that just wasn't happening.”

SOLUTION

Since KonaSearch has been in use, DeHart says conditions have improved dramatically. “The complaints about search have disappeared. Now, suddenly, there's more funding to fix other problems. Because this is out of the way, the client is confident they can fix other things.”

“When physicians' questions are urgent, we need to deliver short response times. With Kona, we're getting search results in one second. If you're not able to accurately respond to inquiries, a lot of things are at risk, including your reputation as a company.”

“As far as I'm concerned, Kona is a mature, high performance search mechanism for multiple document types. It makes it easy to search through large masses of documents and identify keywords and phrases quickly.” DeHart stated.

