Offering Overview

Cognizant Digital Pharmacovigilance
Transform the patient safety process through innovative digital solutions and patient centricity for proactive benefit-risk management.

Increasing case volumes, growing stakeholder expectations and frequently changing safety regulations put a high demand on operations both in terms of human efforts and budgets.

How do you ensure your safety processes are continually compliant? Have you deployed digital solutions into your pharmacovigilance (PV) process to benefit from technology innovations?

The Life Sciences industry is changing ever more than before with an increased focus towards patient centricity and adoption of new-generation technologies such as wearables as well as the convergence of healthcare (payer-provider systems) with PV. At the same time, your business is being subjected to unprecedented scrutiny from regulators, patients and advocacy groups. Noncompliance can lead to compromised patient safety, potential penalties and recalls and a negative impact on brand image. The patient safety processes need to be more predictive, compliant and insight driven.

Meeting your safety obligations may not directly increase your profits, but it is absolutely vital for you to stay in business. The question is, how do you reduce the cost and complexity of safety compliance while maintaining or improving standards? And going one step further, how can you increase synergies between your patient safety compliance work and the activities of other business units within your organization, such as commercial teams? In other words, can you unlock value from patient safety so that it becomes an asset rather than a drain on your organization?

Achieving all this may sound like a stretch, but it could be easier than you imagine. Newer technologies such as cloud, intelligent automation, integrating new sources of data, data sciences and AI/machine learning (AI/ML) solutions can bring new levels of efficiency and productivity to your safety compliance function. All you need is a partner with the right expertise and strong futuristic technology that can manage complete technology solutions as well as the processes.

Optimize cost and transform operations with the help of a digital technology-driven end-to-end services provider such as Cognizant.
Cognizant offers you end-to-end service capability with global geographical presence and an optimal sourcing model. Our medical safety expertise, human-centric processes, digital platforms and data sciences will transform safety processes with higher productivity, better process compliance and quality at optimal cost.

Cognizant Digital Pharmacovigilance cuts your safety process cycle times through automation backed by arguably the largest life sciences practice in the industry. We can manage your safety processes, making it easier for you to scale across geographies and continually adapt to changes at the macro or micro level.

Our scalability options don’t end there. Through Cognizant Digital Pharmacovigilance, you can leverage the power of our healthcare and contact center practices to integrate your safety compliance activities smoothly into other parts of your operation. Alternatively, you can tap into our global strategic innovation and experience design subsidiary Idea Couture or our exclusive partnership with human sciences consultancy ReD Associates to create new patient-centric approaches to your safety activities.

Our Services Spectrum for Pharmacovigilance
Contact Center Services
Cognizant Digital Pharmacovigilance can enhance your patient safety compliance by improving your ability to accept reports. Using the latest technology, we can help you implement omni-channel contact centers with multilingual agents for the intake of safety reports.

Worldwide Affiliate Support
Having to deal with safety reports from different geographies and jurisdictions can add significantly to your costs. Thanks to our worldwide scale and deep life sciences experience, we can take care of a wide range of global safety services, from handling report receipts, local literature surveillance and translations through provisions of the qualified person for pharmacovigilance (QPPV) and the local responsible person for pharmacovigilance (LRPV).

Case Management
Individual case safety reports (ICSRs) are of critical importance in pharmacovigilance, but are notoriously challenging to deal with because of issues such as under-reporting and a lack of consistency. If you are looking to capture this information with futuristic technology solutions such as robotics- and AI/ML-assisted processes as effectively and efficiently as possible, we can help in areas such as ICSR processing, medical assessments and case submissions.

Safety Surveillance
Periodic safety reporting can cover a multitude of areas, including periodic benefit–risk evaluation reports, periodic adverse drug experience reports, summary bridging reports and addenda to clinical overviews. We can streamline the collection, analysis and reporting of all of these as well as help you improve signal management through the review of aggregate data, signal detection and the preparation of signal assessment reports.

Risk Management Assistance
Thanks to our expert knowledge of pharmacovigilance, we can help take the strain off your in-house team when it comes to authoring and reviewing risk-management plans.

Pharmacoepidemiology Help
Drawing on disciplines as diverse as biostatistics, computer programming, epidemiology, administrative data, medicine and pharmacology, pharmacoepidemiology can answer questions such as how, why, when, where and by whom a medicine should be used. This complex yet highly valuable discipline can be carried out more cost effectively and efficiently with literature surveillance and observational studies delivered through Cognizant Digital Pharmacovigilance.

Relevant Skills Sets
Pharmacovigilance requires a diverse set of skillsets and the ability to integrate with cross-functional practices. To provide the most effective service, Cognizant Digital Pharmacovigilance relies on the expertise of highly qualified physicians, scientists, epidemiologists, statisticians, anthropologists, multi-linguists and digital technologists.

Our services can easily be integrated into related functions such as patient engagement, complaints management and regulatory or medical affairs.
Cognizant Digital Pharmacovigilance in Action

Client Challenge
A top-five global pharma company was having trouble meeting global quality and turnaround time compliance standards. It also had budget challenges and was facing scrutiny from the health authorities. Meanwhile, the merger of safety divisions within the company’s subsidiaries was leading to disparate processes and systems as well as an increase in the volumes of cases and reports.

Our Solution
After taking over, we designed a follow-the-sun model, increased processing capacity worldwide and even opened new centers in the Americas, APAC and Europe to supplement the resources deployed in the rest of the world. We helped put together and implement a standardized and harmonized process for subsidiaries and reduced costs by implementing optimal digital and location strategies.

Today, we provide services across the PV value chain through our global delivery model. Additionally, we have collaborated with the client to define a digital roadmap for PV operations.

Business Outcome
We helped the company achieve a compliance level greater than 99.5%, with sustained quality as well as successfully managed high-volume fluctuations. Costs, meanwhile, have come down by up to 50%. The patient safety function is now seen as a company- and industry-wide leader in automation.

Quick take
Put our experience, competitiveness and end-to-end capability to the test.

With Cognizant Digital Pharmacovigilance, you can turn patient safety from an onerous task to a valuable asset. We can help you:

- Demonstrate leadership in patient-centric innovation.
- Manage complexities with digital solutions.
- Focus on core activities. Optimize your costs.
About Cognizant
Cognizant (Nasdaq-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.