CASE STUDY

Enhancing Operational Efficiencies for a Large Biotechnology Company the CACTUS Way
CLIENT’S BUSINESS NEED
Determining a strategy to cut medical communications costs by 30% over a 5-year period using a mix of vendors from the US and other countries.

THE CACTUS SOLUTION
After evaluating the capabilities of multiple vendors, CACTUS was selected as a single partner to provide a wide range of medical writing solutions to various departments within the medical affairs function. Through a unique business model, the client could familiarize themselves with our capabilities and we aligned ourselves with the client’s business processes.

BUSINESS IMPACT
In line with the client’s requirement, CACTUS has established niche areas of work that are supported by a combination of the client’s in-house staff and US-based agencies. An association with us not only provided additional support to the client’s internal teams, but also enabled them to leverage time zone differences effectively. The client saved 10% of their communication costs in the first year and 20–30% in subsequent years.

INSIGHTS
Medical communications can be time-, effort-, and cost-intensive for pharmaceutical, biotechnology, and medical device companies. At CACTUS, we focus on customized cost-effective communication solutions to fit each client’s need.