Universal Speaker Resource Technology Platform

CHALLENGE

A biopharmaceutical company was looking to **develop an enterprise level speaker resource portal to manage all franchises.**

SOLUTIONS

ClinicalMind developed a plan for a Universal Speaker Management Portal that included:

+ Branded central location to access information
+ Management of speaker bureau communications and education
+ Interactive functionality of the site for quizzes, surveys, discussion, as well as
  — Ability to create working groups for focused discussion and education
  — Support for multiple file formats (PPT, MOV, WAV, etc)
  — On-demand reporting and downloadable client-branded reports on the interaction of speakers with the platform for client use in tracking and internal reporting
+ Tracking of payments, expenses, tax documents, and certifications for compliance purposes
+ Integration with other third-party vendor sites to share and aggregate information
+ Mobile-enabled site with responsive design, as well as search and email functionalities
+ Single sign-on to simplify access
+ Secure technology that features restricted access to protect client data and resources
+ ClinicalMind-staffed help desk for client and speakers to always have support

A speaker nomination program was also integrated into this system, as an online workflow with different steps of selection/nomination and approval by key stakeholders. The system also tracks information on speaker contractual obligations for minimum program engagement requirements.

RESULTS

ClinicalMind developed the platform and launched with the first of the franchises within 6 months with the additional franchises launching in a planned roll out. Training was provided for internal stakeholders as well as all speakers, allowing for a seamless transition onto the new platform. We were recognized by senior-level management at the client company for contributing to significant improvement in operational efficiencies.

"The Speaker Resource Center met a long standing need within our business for a one-stop shop for managing the various Speaker bureaus. It brought together modern and intuitive features for our KOL Speakers and provided a platform to manage information and operational processes by our agency/vendor partners. It has provided a robustness to our operations while keeping us very compliant and making us increasingly more efficient."

—*Sr. Manager, Marketing Operations*