

## WorkSure: First Medical Service KPO

By Nandini Mukherjee

The healthcare industry depends on the medical knowledge of professionals for their strategy, research and marketing support. However, the unavailability of trained experts leads to the absence of a structured medical support for developing and implementing medical strategies. Apart from this, regulatory restrictions have also made medical teams more responsible to coordinate and integrate medical knowledge. Identifying this opportunity, WorkSure, was established as end to end solution provider for Medical Affairs, Medical Research, Medico-Marketing, Medical Writing and Training.

Incepted in 2009, WorkSure is the first medical service KPO in India, which provides support to pharmaceutical, biotechnology, medical device industries, CROs, NGOs, hospitals, medical societies and even individual physicians. Founded by a group of alumni from AIIMS, PGIMER and IIT, the company combines knowledge, innovation and cutting edge technology to fulfill its customer's needs.

### Catering to Needs of the Healthcare Industry

The organization has built an impressive roster of services and products which help the healthcare industries through the following seven verticals of medical support;

- Medical Writing and Research Solution: Serves clients in terms of planning, performing and communicating research through preparation of various clinical, regulatory, educational and promotional documents.
- Clinical Data Management (CDM): Provides a package for managing clinical data from development of data management plan to its extraction for analysis and final reporting, with supportive statistical and medical writing services.
- Medical Affairs Management (MAM): Offers consulting services to marketing, clinical trials, pharma covigilance, regulatory and legal.
- Sales & Marketing Management (SMM): Addresses the challenges in marketing and sales by developing and designing promotional inputs to improve the visibility of the product.
- Digital Marketing Management (DMM): Takes into account online pharma marketing and sales support products/tools, mobile applications, IPAD tools etc.
- Customer Relationship Management (CRM): Organizes Advisory boards, KOL management & round table meetings.
- Clinical Education Management (CEM): Conducts Con-

tinued Medical Education programmes, medical training to the sales & marketing, medical & research team.

### WorkSure Unique Propositions:

- Cost-Elasticity in Medical Research

With increasing cost of research and development and swollen overheads, WorkSure is well positioned in the market to aid pharma, biotech and other healthcare companies in establishing a cost-elastic, high quality medical service model, which outlines a need based approach. Their concept of "Medically Driven Clinical Data Management" ensures commitment to deliver data driven productivity. "This need based approach model enables both, large and small organizations to undertake research initiatives," says Dr. Ankit Pathak, Managing Director.

Using the cost elasticity approach, WorkSure helped an American giant that wanted to conduct a study evaluating pharma coeconomics. The organization was unable to find an agency that not only had the domain expertise but could also support them in customized budget. "We were also audited for the services by their global team and since we practice internationally accepted norms for data safety and management, we cleared the audit," adds Dr. Pathak.

- Proficient Medical Affairs Management (MAM)

Apart from this, WorkSure has also introduced outsourcing Medical Affairs function for the first time where they work by creating virtual department based on the size of company. Medical Affairs is responsible for developing and implementing medical tactics and strategies for promoting a brand or therapeutic area. It also keeps a check on misleading product promotions and ensures ethical marketing practices. "We helped a pharma company to stabilize its operations in India, by our medical function," adds Dr. Pathak

### The Road Ahead

WorkSure began its journey from India and is now looking to extend its services for clients across Asia, Europe, Middle East and U.S. "We believe in expanding and increasing the reach in India as our social responsibility. Simultaneously we are looking at markets in Asia, Europe, Africa and Middle East," says Dr. Pathak. With several growth factors such as IT driven product-service expansion WorkSure envisions an exponential expansion in the near future. 

