



# AVATAR

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STRATEGIC PARTNERS

## CASE HISTORY – MBS/VOX

*Company cuts cost and time to recruit research subjects*

### SITUATION

MBS/Vox, a CommonHealth company, provides pharmaceutical companies with marketing insights based on dialogue among physicians, patients, and other health care practitioners. Its research is done by interviewing patients, physicians, and other healthcare practitioners about their conversations with each other, all in the interest of understanding the effects of language on patients' care. To get the right set of research respondents, the company starts with a list of some 10,000 practitioners provided by the pharmaceutical company for each study and winnows that list down to roughly 20 well qualified practitioners, all within a matter of a few weeks. The company wanted to make sure that subjects were not re-used too frequently or too many times. List maintenance, "dupe" management, and contact management had become a nightmare. Recruiting practices and procedures, as they stood, would not support target growth of 20% per year.

### OBJECTIVE

Deploy a new tool that managed contacts and incoming lists, aided the selection process, and allowed research into the most cost-effective ways of communicating with prospective subjects.

### APPROACH

- Formalize the business process, which had never been mapped, and specify the required capabilities.
- Demonstrate alternative products and their potential application the Vox's process, choosing the best candidates.
- Request fixed-price bids and select the most appropriate vendor and product.
- Develop the deployment plan and manage to it.
- Install the product, and develop, test, and accept the customizations.
- Migrate the old spreadsheet data into the new system.
- Train the user community.

### RESULTS

- Client received a tool that will serve them for at least 5 years at any growth they can manage.
- Replaced 120+ spreadsheets by one system.
- Improved relationship management practices with potential subjects.
- Cut recruiting time.
- Reduced cost of communication.