

PCI PHARMA SERVICES - COMPOUND LIBRARY DEVELOPMENT



INDUSTRY



HEALTHCARE &
LIFE SCIENCES

BUSINESS SIZE

6000+ EMPLOYEES
15 GLOBAL SITES
\$1BN+ REVENUE

PRODUCTS USED



SALES CLOUD



SERVICE CLOUD



PLATFORM



TABLEAU



EXPERIENCE CLOUD



INBOX



OVERVIEW

PCI Pharma Services is a global, integrated Contract Development & Manufacturing Organisation (CDMO) delivering a comprehensive range of pharmaceutical services from the earliest stages of development through to commercial launch and beyond.



SITUATION

As a company which has grown through acquisition, and now comprises three divisions located at 15 sites across the world, it has a vast amount of data on compounds and their performance for specific projects through various stages of clinical trials. Always looking for innovative ways to maximise productivity, leaders sought a digital solution to enable Project Managers to tap into this collective knowledge and identify how individual component molecules might present opportunities across the wider PCI organisation.

PCI's Chief Commercial Officer, Tim Roberts, saw the solution as a comprehensive Compound Database within the company's Salesforce Customer Relationship Management system (a common platform across all sites). He wanted to be able to capture data on compounds' performance through all the stages of drug development 'horizontally' across every PCI Business Unit. Not only would this be a valuable asset for its Project Managers to use, but it would add intrinsic value to the enterprise as a whole, offering enhanced ability to identify future opportunities based on known probabilities and other research data.



SOLUTION

Tim said: 'Pharma Companies tend to approach Drug Development in segmented verticals and our systems like Salesforce work in the same way - which is why we approached Mint to create a bespoke solution.'

One of the challenges they faced was the different naming conventions compounds can have over time, which Mint solved by creating database entry which could have multiple names tagged to a single entry.

They also had to make the system easy to use – requiring data to be input in seconds as opposed to minutes. In Tim’s words, “It had to be as simple and intuitive as the first iPhone – that came out of the box without any instructions!”



RESULTS

Mint’s first step was to establish a base compound library for PCI, using published data to ensure there would be no conflict regarding confidentiality.

The team then developed a solution that provides the enterprise-wide connectivity that PCI was looking for within Salesforce: it enables compounds to be easily associated with an opportunity through a small component on the Salesforce ‘opportunity’ page. Access is provided to a list of all compounds already known to PCI for the user to select from via a radio button, or alternatively, if it is an unknown compound, to allow the user to request this be researched to understand what phase of trial the compound is currently in. The software incorporates several key prompts to ensure no opportunities are missed. Originally rolled out to the Clinical Sales Team, the database is now also being used by the Commercial, Development and Manufacturing teams.

Tim said: ‘With any data, the ability to curate it effectively is essential. Mint provided us with a rapid, bespoke software solution that has been uniquely valuable.’



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TIM ROBERTS
CHIEF COMMERCIAL OFFICER