

# 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.