

## CASE STUDY

Providing Cost-effective  
Publication Planning  
Support to an EU-based  
Global Pharmaceutical  
Company

## CLIENT'S BUSINESS NEED

Cost-effective publication planning solutions and medical writing support to a pharmaceutical multinational company for their mature products with limited budgets.

## THE CACTUS SOLUTION

After a rigorous selection process, CACTUS was selected as a single offshore partner to provide medical writing support for certain assets. The client was offered a cost-effective blended resource model wherein scientific direction and client servicing support were available in the client's time zone with the delivery team based in India to control costs.

After a successful pilot for one asset, we were contracted to work on assets in the oncology, urology, and respiratory therapeutic areas.

## BUSINESS IMPACT

CACTUS' strategic inputs and flexibility were crucial to ensure customer satisfaction. Our uniquely blended resource model enabled the client to stay within their limited budget while maintaining high quality. We are now the preferred service provider for the urology and respiratory therapeutic areas for this customer.

We also assist the client with data vision support across multiple therapeutic areas.

## INSIGHTS

In addition to our ability to work across various time zones, our global talent pool of experts enables us to provide tailor-made solutions to companies for all their medical communication needs.