

Case Study



ABOUT AOP HEALTH

As a privately owned company AOP Health is devoted to long-term commitment, high quality, and continuity. For a small number of very special diseases the company is the sole supplier of some key therapeutic agents throughout the world.

“When founding AOP Health in 1996 – as AOP Orphan – my aim was to make targeted treatment available to the maximum number of patients with rare diseases. I realized that these patients are frequently left alone in their suffering. As an entrepreneur the complex environment of rare diseases was a great challenge, but also an opportunity to be successful in this niche.”

AOP OMNICHANNEL CRM EXPECTATIONS

- Alignment with AOP Health Digital Transformation and Omnichannel Journey
- Possibility to manage an „umbrella approach“ where AOP Health can centrally from Vienna manage and analyse all responsible affiliates and countries
- Integrating commercial, digital and medical affairs into a robust Pharma CRM

SCOPE

AOP Health as a fast-growing pharmaceutical with complex international operations outgrew their old CRM solution. Therefore they decided to find a suitable, flexible and state-of-the-art Pharma CRM with a clear focus on current Omnichannel perspectives.



THE PROJECT GOALS

The primary goal of AOP Health CRM implementation was to globally align all markets into a robust Omnichannel CRM solution. That said, following three goals were achieved:

GOAL 1

Super-fast and smooth implementation in 9 AOP Health markets

GOAL 2

Agile and state-of-the-art Omnichannel CRM capabilities, and aligned with AOP global strategy

GOAL 3

Integrating medical, commercial and marketing in one single CRM tool

PROJECT OUTCOME AFTER 6 MONTHS

After 6 months of usage, AOP Health reports growth of many business aspects including:

- Reporting of daily activities of field workers increases for 28%
- Information flow between field and office is dramatically cut since information is available instantly
- Data accrues in terms of integrating data from various sources like wholesalers sales etc. is established

