



Healthcare Life Sciences

Medical device and pharmaceutical manufacturers strive to improve patient outcomes and offer ever-greater value—while also navigating the potential landmines of regulatory fines and negative public perception. But disconnected, inflexible legacy systems prevent an end-to-end view of the business, leaving companies unable to share knowledge, track compliance requirements, and work efficiently to improve patient experiences. What you need is a system for connecting teams in ways that streamline equipment servicing. Technology can simplify recall processes and seamlessly integrate relevant information into an audit trail. And mechanisms to ensure appropriate behavior by your sales force.

Enter ServiceNow - The Platform of Platforms

Clinical Trial Support

Following up with clinical trial participants by email can lead to errors that nullify the trial—and cause delays. ServiceNow enables you to communicate with patients through a secure web portal, increasing accuracy and reducing operating costs. Throughout your trial workflow, embedded knowledge helps you encourage consistent actions by participants. In addition, you can monitor wearable assets, perform trend analysis, and run reports all from one screen. Streamline and enhance your clinical trial processes with ServiceNow to boost your participant retention rates—and speed your time to market.

Medical Device Recall Management

If you can't avoid a medical device recall, empower your team to handle it as painlessly as possible for your customers. ServiceNow helps you deal with issues efficiently before they turn into financial and public relations liabilities. Throughout any product lifecycle, you can track all customer complaints about recall products. The system also lets you tie major observations, recalls, warning letters, and consent decrees—along with associated warranties and lawsuits—to major cases as you work through investigations. By simplifying recall case management, you can significantly reduce customer inconvenience and disruption.

Management of Customer Medical Devices

Provide world-class field service on large medical equipment—at clinics, hospitals, pharmacies, and beyond. ServiceNow helps you make prompt, skilled field service the face of your business. Automatically schedule the right technician with the right equipment and assign tasks through a drag-and-drop interface. Deploy mobile technology that lets your agents triage on the fly for greater efficiency. Easily launch improvement initiatives—and use dashboards to track the impact on your service-level agreements, Net Promoter Score, customer satisfaction, and first-time fix rate.

Opioid Liability Management

Protect your company from liability by avoiding even the perception of misconduct by your sales team. ServiceNow frees you from manual methods of risk evaluation and mitigation by automating the process of tracking inappropriate gifts, excessive sales call visits, and other anomalies. Using artificial intelligence and system monitoring of CRM-supplied data, you can automatically identify potential improprieties and easily open cases. Robust case management features help you investigate potential issues thoroughly, minimizing risk for your organization.

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