

The Information Solutions Hub.



Compliance Solutions

Aggregate Spend

HEALTH MARKET SCIENCE

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→ Background – why listen?

- VP Oracle Corp – ERP, SS Web 1.0 and dot com
- Audit Manager PwC – SOX and SEC
- GM Sage Venture Capital - 50 start-ups in 30 years
- VP Goldman Sachs – Arbitrage Trader
- Adjunct professor Drexel University – Entrepreneurial Masters Program

→ Now – so what?

- SVP Life Sciences - HMS
- Oversee and manage 3 lines of business across 250 clients
- Solution designer of CompleteSpend™ and CompleteView™ – fastest growth products in HMS history
- Frequent Keynote Speaker on MDM solutions, Data Governance, and Aggregate Spend challenges for LS companies
- Author of numerous position, white papers and industry articles

→ I am:

- Passionate about technology enabled business solutions spanning 40 years
- Driven to always find the next “burning platform” to engage in; PC, ERP, Web, LS
- Highly entrepreneurial and consultative – it’s not the money, it’s my 600+ clients I love



Company Overview

- Years in business:
 - In compliance: 11
 - Aggregate spend: 6
- Aggregate Spend Clients:
 - Data solutions: 100+
 - Software: 11
- Software Roadmap
 - Planned
 - x.1 every 3 months
 - 1.x every 9 months
 - 2005 V1.0
 - 2009 V 3.0
- Iterations: 11 as of Feb 2010
 - Dynamic legislation
 - Changing technology infrastructure
- Project Management
 - 4 deliverables based on Best Practices – 10 week set-up to go live
 - PM/SME from industry teamed with legal, PMO and technology leads
 - Toolkits, templates and proven methodology
- Costs
 - Fixed – unlimited feeds, complete customer master and 50 state reporting plus federal – Globalization in process
 - Customer Master and all CDI services included in the fixed fee.



Pharma, Biotech, and Medical Device Manufacturers



Distributors / PBMs



Payers / Providers



Case Story



- **Client Overview**
 - Abbott Labs – Top 7 Pharma
 - 13k sales reps across 4 BUs
 - 11 ERP feeds
 - 50+ external vendors
- **Business Requirements**
 - One platform: SW, CM, CDI and Reporting
 - IT “Lite”
 - Flexible and dynamic
- **Solution Deployed**
 - Outsourced service: SaaS, ERM validation, data scrubbing and reporting
- **Business Impact**
 - 53% lower TCO than in-house platform
 - Set-up in 31 weeks vs. 18 months
 - Globalization accomplished through local “masterfiles”



Customer Data Insights – 250 clients over past 10 yrs

- It's not a Customer Master that is needed
- Solution must include a comprehensive and tightly integrated recipient master: HCP, HCO and Afflis
- Automated linking and validation must be integrated within the solution
- Fall out (“Red Can”) resolved through advanced services
- Spend feeds set-up and fully automated
- Recipients are auto linked to BU, departments and brands using COA and GL sub-segments

