



UP AND RUNNING GETS CREATIVE WITH A PHARMACEUTICAL GIANT: **SANOFI GENZYME TURNS TO UAR** FOR COMPLIANCE AND CRM DATA MANAGEMENT

“The people at Up and Running are great. They are an extension of our team, and I’ve always felt good about what has in fact been a huge collaboration,” said Lucia Fontinel, associate director of system operations and management at Sanofi Genzyme.

A Special Data Management Challenge

Sanofi Genzyme is a specialty care business focused on rare diseases, multiple sclerosis, immunology, and oncology and is a wholly owned subsidiary of Sanofi, a global health care leader and life sciences company.

Sanofi Genzyme has always been driven by cutting-edge science at the forefront of the emerging field of biotechnology. Genzyme grew from a small, dedicated group of scientists in 1981 before the Sanofi acquisition in 2011. At that time, Genzyme sharpened its focus on rare diseases and multiple sclerosis while becoming one of five business units of Sanofi, a mega-sized multinational pharmaceutical company headquartered in Gentilly, France. Sanofi ranks in the top five worldwide for prescription sales. With more than \$39 billion total sales in 2015, fueled by nearly \$6 billion in research and development projects, Sanofi consistently ranks in Fortune’s top 250 of its Global 500 list.

As a part of the traditional pharma business model, Sanofi Genzyme stages multiple presentations to create a dialogue between its medical science liaison staff and the health care community as a means of sharing information about pharmaceutical products in an educational forum. In so doing, Sanofi Genzyme is fully committed to transparency to prevent any real or perceived conflict of interest, and it is fully compliant with the Physician Payments Sunshine Act of 2010, a United States health care law increasing transparency of financial relationships between health care providers and pharmaceutical manufacturers. As a part of that legislation, overseen by the Centers for Medicare and Medicaid Services, any payment or transfer of value to a health care provider, such as a dinner or a speaker’s fee, must be collected, compiled, and reported.

Toward that end, and to assure the highest possible compliance, Sanofi Genzyme works with Encompass Meetings, a full-service event planning business focused on and fully acquainted with the special requirements of the pharmaceutical industry. Encompass Meetings facilitates the presentations—from invitation to RSVP, through attendance and post-event survey—recording all data relevant to transparency requirements, compliance law, and customer relationship management (CRM). In doing so, Encompass Meetings removes the compliance burden from Sanofi Genzyme by aiding Associate Director Fontinel with management support.

“Initially we had a homegrown system which served as a repository for the data collected. The challenge was that we had to move the documents from Encompass into our system. It was painful and cumbersome, as I was always downloading and uploading documents,” Fontinel recounted.



Enter Up and Running

In 2011, after trying several other vendors, Sanofi Genzyme and Encompass found Up and Running Software and in UAR an easier way. “I never really asked. Pete (Hanson, UAR’s founder) just said, ‘Let’s make this easier for you,’” explained Fontinel of the first step in the improvement process, giving her online access to Encompass’s records. Eventually Sanofi Genzyme received permission to make Encompass’s system the system of record for the required documentation.

“From there it just evolved. I would ask for enhancements and Pete and his team were just able to do them,” said Fontinel of the work that brought the system fully up to speed for Sanofi Genzyme’s diverse needs. “It required some very creative solutions, and UAR was able to deliver.”

Beginning with work on the legacy codebase, the UAR team streamlined and improved the existing system while adding many new features. Also, a series of unit tests and a full set of regressions tests have been created and implemented to support and enable new development more quickly and assuredly.

In addition to the audit and compliance requirements that are Fontinel’s focus, the platform also serves the needs of Sanofi Genzyme’s medical science liaisons (MSLs) and the regional medical liaisons (RMLs). These health care consulting professionals are responsible for facilitating symposia and seminars for physicians and others in the health care field. The MSLs and RMLs can interact through the platform, scheduling events, issuing invitations, and monitoring attendance, and they can track trends in the accumulated data and metadata. To further assist the liaisons, UAR integrated the data collection platform with Veeva CRM, a CRM tool for the life science industry, and provided mobile web interfaces for ease of access remotely.



Beyond the data surrounding each presentation, the platform also serves as an audience response system (ARS) during each event. The remote access proves critical as the actual presentations are often bring-your-own-device events, with the ARS answer mechanisms typically being attendees' own mobile devices. To facilitate this, the custom platform runs on a Node.js server that handles device registrations for answer and presenter devices to track the audience's responses during a presentation. It uses socket IDs to track registrations as well as which program is being registered for. In addition, it tracks which question the presenter is currently navigating to, pushing updates to the attendees' devices so they can refresh their displays with the new question and its available answers. The sockets.io library from NPM (Node.js) is used to handle the communication between devices.



The UAR Takeaway

“We get to work with a very wide range of stakeholders on this project including our direct contacts, executives within the company, other vendors, compliance and legal auditors, and Accenture Consulting, a firm which provides IT consulting to Fortune 500 companies,” remarked Ian McKilligan, CEO of UAR, of the unique network of collaborators working together.



“We have been working with them now since 2011, and they are a great long-term client. The interesting challenges that arise on this project are enjoyable, as we have to find unique means of managing the compliance aspects as well as coordinating with Encompass to adjust to the changing needs of Sanofi Genzyme over time,” shared Hanson, noting that the relationship has enhanced UAR’s position within the health care and bioscience community as well as its growing experience with government compliance and audit requirements—experience that makes UAR an even greater value-add for similar companies.

About Up and Running

We partner with clients to solve important technical problems by building, implementing, and servicing complex software solutions for customers of any size in any industry.

Started in 1995 while founder Pete Hanson was a sophomore in high school, Up and Running Software began as a technical services firm and evolved into a developer of custom software solutions. Customer happiness and open communication have been the focus since day one, plain and simple, resulting in long-term relationships with any type of client, from non-profits to startups to the Fortune 10. Thanks to this mindset, Up and Running is fortunate to have served an impressive array of clients, including giants such as General Electric (GE), Henry Schein, Sanofi, and Hearst, as well as venture-backed startups at every phase, from formation to growth.

Its over two decades of custom software development, legacy system support, and migrations drive the engines of solutions that thousands of businesses and millions of people rely on daily. That experience has resulted in hands-on depth in most software development stacks, from the command line systems in the back office to ones that gracefully handle any screen size worldwide. A commitment to QA and process improvement drives scalable results, producing long-term software assets with high ROI. Up and Running's work passes FDA & DEA audits, rolls up global treasury data, manages nuclear assets and railroads, delivers vaccines, and enables neuroscientists and researchers.

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Let us know your preference, and we'll connect you with either a technical architect directly or a non-technical sales representative.