Shepherd Payne Provides Project Management, Analytical Horsepower, and a Wide Breadth of Knowledge

Sometimes a company needs help bringing a good idea to market. One of Shepherd Payne's clients, a leading pharmaceutical company, wanted to exceed their customers' growing service expectations by offering a targeted set of patient services.

In an increasingly difficult-to-navigate healthcare environment, the company planned to offer patients a comprehensive support system that included a call center with trained healthcare professionals, a patient advocacy network, and financial service support.

To make this broad plan a reality, the team needed a partner with industry experience, a wide breadth of knowledge, and diverse capabilities to address the many aspects of their strategy.

They found all of this experience in one seasoned professional from Shepherd Payne -- rather than from a traditional consulting team composed of senior offsite managers and junior consultants with various degrees of experience and knowledge.

The company required a high-level project manager who would usher the project from beginning to end. They needed someone with the ability to understand and interpret regulatory and legal issues in healthcare such as the Sunshine Act, analyze the value of different strategic actions, and keep every member of the team focused and productive.

Their Shepherd Payne partner not only provided day-to-day project management, but also brought analytical capabilities necessary to provide compliance guidance and ROI modeling, to help the team understand the bottom line contribution of each potential service.

Shepherd Payne also contributed change management expertise, and the development of a communications plan and training materials, to be used
both across the headquarters organization and throughout the sales force in the marketplace.

A final but critical benefit provided by Shepherd Payne was an infusion of energy into the project, and the ability to see it with fresh eyes. This partnership allowed the company to cost effectively deliver their marketing strategy on time, and they began to see a significant boost in marginal revenue the first month after launch.

Contact Shepherd Payne to discuss their capabilities and experience in more detail.