Pharmaceutical solutions

Pharmaceutical companies face unique challenges in an industry where increasing regulatory scrutiny is the norm. Proactively identifying industry complexities helps manufacturers create a clear plan for handling pharmaceutical product recalls, retrievals and returns. Establishing the most appropriate infrastructure is a crucial first step in successful planning and execution.

As more independent labs, pharmacies and academic institutions take a larger role in monitoring product safety and quality, the risks to brands and reputations will increase. Companies need a clear and comprehensive plan that demonstrates their commitment to product safety and quality, strengthens quality systems to help forestall future crises, and maintains reputations with customers and market share.

Pharmaceutical recalls

One of the most critical steps to a successful product recall or withdrawal is identifying and notifying all affected parties – whether they are distributors, wholesalers, pharmacies, patients or health care professionals. Our expertise and unique infrastructure allow us to target affected parties and drive response through multimodal traceable notification methods.

Effective recall management also requires immediate access to pharmaceutical distribution lists to reach vast networks of retailers, pharmacies, medical providers and patients. Unfortunately, many manufacturers have gaps in their distribution networks which can delay their recall response. With an industry-leading planning and implementation process, proven tools and expertise, we can enhance the speed and effectiveness of pharmaceutical recall notifications.

Sedgwick's brand protection solutions provide quality-driven processing infrastructure including state-of-the-art security, segregated storage of recalled product, advanced product handling equipment and the surge capacity to assist clients in all steps of the pharmaceutical product lifecycle.

Recall planning

Effective recall preparation involves turning best practice into actionable strategies, plans, processes, and systems. From creating sound crisis plans to conducting mock recalls and testing team readiness, our experts help ensure your planning efforts will pay off in even the most complex scenarios.

The best product recall plans reflect guidance and input from internal and external stakeholders, including product recall experts, legal counsel, crisis communicators, and your product recall insurance provider. They are updated regularly, before, during and after a recall or other in-market product crises. They are put to the test through proactive risk assessments and capability audits, mock recalls and other crisis drills or simulations.

Over-the-counter drug recalls

Over-the-counter drug manufacturers and retailers face the daunting task of notifying consumers during the recall process. The wide distribution and use of these products also complicate the retrieval process. Sedgwick's global field team can quickly mobilize to remove affected products from shelves with the speed, accuracy and documentation required by regulatory agencies.

Prescription drug recalls

Despite rigorous clinical testing and a stringent drug approval processes, prescription drug recalls continue to occur. When any single oversight could lead to class action litigation, unprecedented

fines or even imprisonment, pharmaceutical recalls have no margin for error. Companies need the right team of recall experts to ensure pharmaceutical recalls and withdrawals are handled quickly and safely. From satisfying complex regulatory guidelines to coordinating customer notification, retrieval, storage and disposition efforts, our team is uniquely qualified to navigate prescription drug recalls.

Sedgwick's brand protection division also has the capacity to quantify, qualify and quarantine pharmaceutical returns to ensure compliance and accurate reconciliation. Every item is identified and tracked in our proprietary crisis management system for accurate agency reporting. We provide a seamless experience from the point of customer notification and processing and segregated storing of recalled products to the final point of product destruction and closeout of the event.

Our proprietary recall data management system enhances visibility, monitoring and tracking during each step of the recall lifecycle. Additionally, utilizing a central data repository helps manufacturers ensure timely and accurate compliance reporting to regulatory agencies. From planning and initiation through execution, reporting and termination, we have expertly managed recalls of all sizes for 17 of the top 20 pharmaceutical companies.

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Pharmaceutical retrieval and remediation

Whether regional, national or global in scale, pharmaceutical withdrawals and remediations require speed. The moment an in-market risk is identified, our global team of field representatives can respond to concerns or complaints from patients, pharmacies, retail partners, or medical professionals. Our fast and effective on-site visits allow for the retrieval of products, while follow up audits verify that potentially harmful products were removed from the market.

To effectively manage product returns, pharmaceutical companies also need streamlined processes and a proven infrastructure. Our fully-automated, in-house tracking and monitoring services simplify the returns process to effectively handle expired and nonperforming inventory, reduce human errors and increase processing efficiencies. With fast returns processing and a focus on accurately applying each manufacturer's policy, our system efficiently generates the data necessary for reimbursement.

Customer and partner retention – centralized, multi-channel call centers

The customer experience is a leading indicator of both current and future brand performance. That's particularly true when dealing with products that help treat everything from the common cold to the most challenging viruses and debilitating diseases.

For companies in this space, communicating with consumers requires a touch that's different from the approach you take with medical professionals, but the power of positive experiences carries equal weight with both audiences.

Our multilingual call center agents provide your customers and prospects with immediate, concise and helpful information through both inbound and outbound channels. It's a service that reaches beyond recalls. By ensuring a single point of contact, Sedgwick's brand protection experts build rapport and trust with customers while significantly reducing potential miscommunication and opportunities for error.

Our solutions

We help companies manage a wide range of in-market business and product crises. Sedgwick's brand protection experts offer critical drug recall services, including on-site product effectiveness checks, notification services, product processing, secure storage facilities and government-mandated preparedness planning.

Whether you need scalability in your in-house capabilities or a complete end-to-end solution to your in-market challenge, we have the experience and resources you need.

- **Consulting, assessment and planning:** we help you go beyond simple implementation of current best practice. Together, we optimize resolution plans for each company's unique business risk profiles and needs.

- **Solutions and program management:** the notification, retrieval, processing, storage and disposal of recalled pharmaceuticals are complex undertakings that require effective management of risks to minimize impacts and protect business/market value.

- **Compliance and regulatory reporting:** every data point from customer notification to the final point of product destruction is identified and tracked in our proprietary crisis management system for accurate agency reporting.

- **Notifications and actions (SaaS/portal/managed service):** a successful product recall or withdrawal depends on identifying and notifying all affected parties – whether distributors, hospitals, pharmacies, retailers, patients or physicians. Our expertise and unique infrastructure allow us to target affected parties and drive response through multimodal traceable notification methods.

- **Multi-channel communications and data management:** every notification and subsequent communication is identified and tracked for a seamless experience for all stakeholders.

- **Product retrievals and processing:** our solutions provide a quality-driven processing infrastructure that includes state-of-the-art security, segregated storage of recalled product, advanced product handling equipment, and the surge capacity to assist clients in all steps of the pharmaceutical product lifecycle.

- **Repairs, replacements, remedies and reimbursements:** our international team of field representatives mobilizes to ensure recall and remediation actions are completed quickly and accurately. Our fast and effective on-site visits allow for the retrieval of affected products, while follow-up audits verify that products were removed and customers and partners received the appropriate remedy as appropriate.

- **Recycling, repurposing and disposal:** in addition to compliant, certified disposal of hazardous and non-hazardous products, we offer environmentally conscious recycling and repurposing options for affected products.

- **Customer loyalty and retention programs:** we deploy centralized, multi-channel contact centers that enable you to leverage a suite of strategic engagement and retention programs, transforming satisfied buyers into loyal brand advocates.

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To learn more about our recall, remediation and retention solutions for the pharmaceutical sector, contact us today.

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> *In an increasingly complex and regulated world, being prepared for risks is essential. Having the capabilities to act quickly and effectively is critical.*

To learn more about our brand protection solutions,
visit **SEDGWICK.COM/BRANDPROTECTION** —————