



Ashfield Medical Information: Agility & expertise to deliver COVID-19 Medical Information (MI) support

Rapidly pivoting to deliver MI support for COVID-19 medical and clinical trial inquiries

April 24, 2020; Fort Washington, PA - Ashfield Medical Information is proudly providing Medical Information support relating to COVID-19 medical and clinical trial inquiries that are currently underway as of the date of this article.

This program required a rapid turnaround and actioning of an implementation plan to meet urgent, new expectations for processing inbound call activity, monitoring and 24/7 support, as well as the addition of staff to support increased interactions with HCPs, patients, and caregivers. Currently, Ashfield Medical Information is tracking the fluctuations and trends carefully, providing insights and feedback to the client in a timely manner, and continuing to resource the initiatives appropriately.

Ashfield Medical Information is a trusted partner for dozens of projects in the US and has proven to be a reliable, flexible partner in times of unexpected need. The business is backed by 23 years of dedicated experience in the space, handling over a million interactions per year and average quality scores of over 97.5%.

Ashfield is pleased to be in a position to support programs such as this during a time that is so urgently demanding of our biopharmaceutical company partners. The core differentiator of working with Ashfield Medical Information is flexible, fit-to-purpose crisis management with agility, partnership and a commitment to quality.

Amy Van Sant, President of US Medical Affairs, said: "I am incredibly proud of our employees who are delivering exceptional service and quality standards while working remotely and supporting our client's medical and clinical trial inquiries related to COVID-19. Expertise, quality and partnership are at the heart of what we do in medical information, and how we provide services for our clients, and never more so than this high-priority project."

About Ashfield

Ashfield, part of UDG Healthcare plc, is a global leader in commercialization services for the healthcare industry. We partner with our clients across Advisory, Healthcare Communications, Commercial, Patient

Solutions and Medical Affairs to build creative, scalable and tailored health solutions that are executed flawlessly, to address our client's challenges and deliver positive outcomes for patients. With more than 7,000 employees, the company operates in 25 countries, delivering services in more than 50 countries across Europe, North America, South America and Asia. It works with more than 250 businesses, including all of the world's top 25 pharmaceutical companies.

Its mission is to partner with its clients, helping to improve lives by ensuring healthcare professionals and patients get the medicines, knowledge and support they need.

Ashfield provides strategic consulting, audit, advisory, healthcare communications, field and contact center sales teams, in-home and contact center Clinical Educators, medical information and event management services.

For more information, go to www.ashfieldhealthcare.com.

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