

Mapping stakeholder relationships boosts product approval rate for drugs manufacturer

- ▶ **Instant visibility of key stakeholder relationships worldwide**
- ▶ **Rich information supports proactive targeting**
- ▶ **Faster approvals for products**

Influential stakeholders – but who and where are they?

The company had no structured way of managing the key stakeholders who help get its products successfully registered and sold – including government ministers and opinion leaders.

Relationships were not being leveraged

Opportunities to proactively gain support were being missed. They did not have a clear or complete picture of key stakeholders in each region, the level of advocacy they had, or how influential they were.

A web-based stakeholder management system was developed, based on the ATC platform.

The results

Detailed information on each stakeholder and the position of relevant products is now held in a central place, bringing the manufacturer:

- Instant visibility of key stakeholder relationships worldwide.
- Rich information that supports proactive targeting for support.
- Improved sharing of insight across borders, enabling relationships to be leveraged between regions.
- Faster approvals for products and increased success rates.



Turn your data into insight and
action. Build a pilot in 2 days.

Call **020 7153 1208.**