

About Burntsand

Burntsand is a technology consulting firm specializing in integrating content, processes and data. For more than a decade, Burntsand has been a respected EMC Documentum partner with proven expertise in Enterprise Content Management. Leading organizations have trusted Burntsand to deliver results-oriented business solutions including document management and scanning, digital asset management, web and portal publishing, publications automation, and records retention. Burntsand delivers optimum time to value and unrivaled customer experience whether delivering an Enterprise Content Management Roadmap, complex integration or product installation. Our consultants work hard to ensure that accountability, leadership, teamwork and trust are the guiding principles of every engagement. With additional expertise in .NET development, Burntsand can help you create intelligent solutions that integrate seamlessly with your business.

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ECM Industry Solutions
Life Sciences

One of these files has the information you need to respond to tomorrow's audit.

Unfortunately, these files are in the Sydney office.

Daily business for a life sciences company is marked by intense market pressure and complicated regulatory controls. Short patent protection windows, astronomical product development costs, fierce competition and a maze of federal regulations present challenges for even the most effective organization. Add to that the difficulties of coordinating information within a global company and you have a formula for inefficiency.

Despite these demands, some life sciences companies still rely on paper filing systems and distributed file shares to store information. These approaches are not capable of providing the level of collaboration, speed, visibility and control needed to fully respond to today's market and regulatory realities.

Enterprise Content Management (ECM) can help, easing compliance headaches through document control processes and energizing marketing communications with publishing tools. With more than a decade of ECM expertise and a proven track record with pharmaceutical, medical device, and health care clients, Burntsand can deliver the results you want in the time frame you need.

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Agility

Getting a new drug to market is estimated to cost \$800 million (AMR Research). A delay of one day can cost \$1 million. The new drug submission process is a documentation and approval nightmare, adding further pressure. An agile process hinges on effective collaboration between research and product development teams. However, most departmental solutions don't work together, creating barriers instead of opportunities. For a life sciences company to be truly competitive, it must have in place a content management solution that can support critical cross-departmental processes. An effective solution can help you:

- Capture research and clinical knowledge for use in product development processes.
- Improve collaboration within departments and teams, regardless of location.
- Ensure that teams are using the correct documents.
- Avoid costly delays due to slow approval processes or disconnected systems.

Burntsand worked with one leading life sciences company to re-engineer and automate a clinical trial management process, reducing overall submission time by 30%.

Awareness

Given the limited life of a drug patent and the number of competing therapies that arise every day, life sciences companies must take an aggressive approach to marketing. It's critical that key messages are quickly distributed to sales representatives, physicians, and patients. This means managing information in multiple formats, languages and channels including brochures, web sites, and portals. An enterprise publishing solution can significantly reduce duplicate effort and streamline communications. With an ECM solution, you can:

- Manage information about article submission, conference presentations, and journal publication.
- Create personalized information portals for physicians, patients or insurers.
- Deliver up-to-date information to field sales staff via phone or other handheld device.
- Reuse content across sites, brochures or publications.
- Organize and find rich media assets such as logos, videos, medical illustration, or animation.

"Burntsand helped us define our strategy, brought the right talent to the project to make it happen, and delivered on time and on budget. We're very happy with the end result."

**VP of Marketing,
Fortune 500
Company**

Control

For life sciences companies, managing standard operating procedures (SOPs) is an operational necessity. These critical materials ensure product safety and compliance, governing processes from clinical research to compound production. Delays in updating these documents slow distribution of correct information across the manufacturing enterprise and put the organization at risk for compliance warnings. Non-compliance can result in regulatory repercussions that include new drug approval delays and even legal action. A document control solution is a critical part of operations, helping you to:

- Comply with federal mandates such as the Code of Federal Regulations (CFR) 21 Part 11.
- Rapidly update and distribute documentation across global and national offices.
- Make approval processes efficient and auditable by relying on cross-departmental workflow.
- Ensure that the correct labeling information is used in packaging.

With a document control solution, Burntsand helped one pharmaceutical customer save time and money by reducing their average FDA 483 citations from dozens to none.

Pharmaceutical Solutions

- Electronic submissions
- SOP and document control
- R&D collaboration
- Compliance management
- Labeling and packaging solutions

Medical Device Manufacturing Solutions

- Quality control processes
- Field sales information systems
- Customer training solutions
- Manuals and documentation authoring
- Support information management

Health Care Solutions

- Web-based patient education
- Physician portal solutions
- Medical imaging asset management
- Billing and records management

**Not sure how to get started?
Ask us how an ECM Roadmap can help.**

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