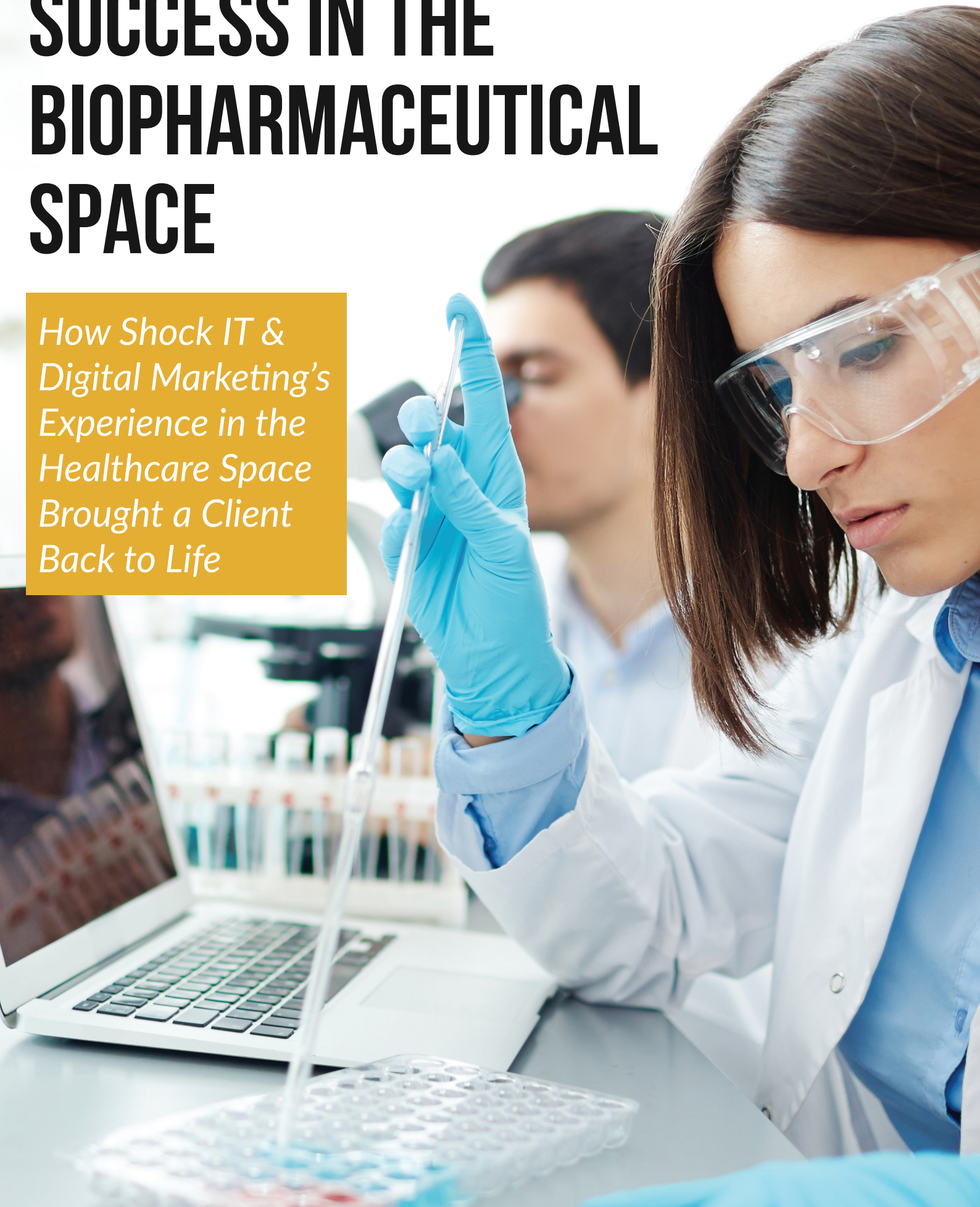


# SUCCESS IN THE BIOPHARMACEUTICAL SPACE

*How Shock IT &  
Digital Marketing's  
Experience in the  
Healthcare Space  
Brought a Client  
Back to Life*







## THE CLIENT'S BACKGROUND

It was almost a perfect storm: Following their acquisition, a healthcare organization specializing in clinical stage biopharmaceuticals went from robustly dysfunctional to completely non-operational as they struggled to cope with a slew of digital insufficiencies. In fact, for this particular client, everything that could have gone wrong had the potential to do exactly that at any given moment.

From extraordinarily complex technical issues to the usual regulatory compliance conflicts faced by those in the healthcare industry every day, new ownership had every reason to give up completely and abandon what was seemingly a sinking ship. That's why we immediately jumped on board when they asked us to help them implement a plethora of new operational technologies while simultaneously resurrecting several out-of-operation facilities and growing their number of employees into the hundreds.



# THE CLIENT'S I.T. PAINS

Alone, any one of the following pain points can lead to a world of misfortune -- especially for a business trying to balance so many regulatory priorities with their ambitious plans for the near future.

*At this part of the story, it's worth mentioning that the following problems plague many businesses in every industry. These challenges were not new to us, but no matter how common they might be, it's often not until a catastrophe strikes that these issues are identified and taken seriously.*

## **Non-operational Facilities**

Immediately upon taking over the business, our client was saddled with non-operational facilities. Their immediate priority was as clear as day: Get compliant, get organized, and get protected. From there, the other pieces of the puzzle would easily fall into place.

## **Careless People, Unaddressed Technical Issues, and Risky Transition Protocol**

A major contributing factor in this client's poor state of affairs was a lackluster track record of information security. Surprisingly, though, their issues were not hackers or outside intruders: What proved to be the biggest problem was a collection of things as simple as employees joining and leaving the company with no formal procedure in place for safely managing these transitions.

Of course, their future endeavors in this respect would be dramatically different. Furthermore, prior to its acquisition by our client, the organization's employees often overlooked reporting technical issues and other IT problems altogether. As always with these situations, the little problems built up over time and became a mountain in their own right.

## **Electronic Notebooks: From Scarce Use to Bringing Down the House**

When things weren't looking good for this client, the amount of lab work they conducted decreased exponentially, dwindling to a point of near obsolescence. However, once they got the ball rolling on their rebuilding initiatives, the old ELN returned to regular use and was quickly proven unable to support the organization's needs.



# 1SEO'S STRATEGY

By honing in on security and compliance, our team set the table for the success of all of this client's future initiatives.

## **Get Secure**

The first thing we did was address the security issues that came about as a result of employee carelessness and general operational oversight. Given the number of unreported technical issues and the limited amount of time we had to resolve them, our technicians rolled up their sleeves and began reaching out directly to manufacturers and account managers to both recover and reset access to all sensitive applications and information.

## **Compliance & Quality Controlled Computing**

Today, our team works hand-in-hand with this client and their consultants to ensure 21CFR part 11 compliance. We conduct regular audits to address any issues before they arise and take corrective actions to neutralize existing problems.

# IMPLEMENTATION & OUTCOMES

## **Security & Preserved Data Integrity**

One of the most effective implementations that has occurred over the course of our partnership with this client revolves around data security. Chiefly, we've taken action to separate GMP and quality control computers, instruments, and other hardware from standard-issue devices meant to perform day-to-day tasks.


## **Technical Issue Reporting**

Today, this client is equipped with technical issue reporting protocol and a list of secondary passwords for access to the very applications and other information that once posed a serious threat to their future. Now, they are able to recover and reset access immediately as needed.

## **ELN: Return to Prominence**

With an investment in new people and the resurgence of their R&D, we set out to upgrade the ELN to ensure optimal functionality. There's nothing worse than a technological failure that inhibits the efforts of an entire division. Our team was able to make this client's ELN functional enough to carry them until they upgrade, which is currently on track for Spring 2018.





# MORAL OF THE STORY

*A series of slight oversights coupled with questionable data security can be nearly fatal for a business -- especially one in healthcare. But, with the right team of technicians, anyone can recover and get back on their feet.*