

# Polycom® Pharmaceutical Industry Solutions

Bring products to market faster. Realize revenue sooner.



Pharmaceutical, biotech and medical device companies need to move new products into the market quickly to profitably benefit from a limited patent life and to compensate for development costs.

Polycom collaborative solutions enable face-to-face, interactive communications with key parties, independent of location, and can facilitate project reviews, training, remote trial observation and faster decision making. All of which enable pharmaceutical, biotech and medical companies to bring products to market sooner and more efficiently, as well as realize revenue earlier.

## Integrating Voice, Video, Content and Wireless

Polycom offers the broadest range of solutions to enable anyone to successfully connect and conference, no matter what the environment. This includes almost any type of user device, as well as the necessary supporting infrastructure and management tools. All Polycom solutions are backed by a world-class service and support organization, which Polycom delivers from its global network of 55 offices in 25 countries. Only Polycom can take your collaborative communication network where it needs to go with the best products, the best partners, the best practices, and the most advanced services on the market today.

## Voice

From a single phone line and wireless communications to large installed voice systems, Polycom voice solutions make audio sound clear and natural. For pharmaceutical companies, IP phone connectivity between headquarters, development groups, clinical trial sites, and medical locations offers high quality, reliable, cost-effective communications. Applications can be embedded into IP phones to transform them into powerful productivity tools and a catalyst for fast decision-making. HD-quality sound ensures accuracy and full comprehension. And conference speakerphones are ideal for cross-functional meetings, clinical discussions and status reporting. With unprecedented price and performance, it's no wonder pharmaceutical organizations around the world are using Polycom voice solutions to enhance collaboration, gain a competitive advantage and reduce costs.

## Video

Polycom video solutions deliver powerful, high definition customer experiences across desktops, meeting rooms, clinics, immersive environments, and more. Video can be used in the pharmaceutical industry for face-to-face, interactive communications with researchers, physicians, patients, government agencies or other key parties, independent of location. Visual communications make project reviews, team meetings, training courses more effective. Business decisions can be made more quickly since team resources can share information in real-time. Polycom can enhance the entire Discover-to-Development process, whether researchers are holding detailed meetings with physicians and patients or communicating with centers of excellence for instant feedback. And, critical processes such as project management, interviewing, distance learning can all be enhanced and shortened.

## Benefits

- Faster time-to-market
- Remote trial observation
- Quicker decision-making

## Key Applications

- Clinical Trial Process
- New Drug Research/Discovery

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## Wireless

Polycom offers the most durable, feature-rich, and cost-effective wireless telephony solutions, dramatically streamlining communication. From headquarters to the clinical trial site to regional physician locations, Polycom wireless solutions provide access to the information needed without being tethered to a terminal or desk. That means users can stay in touch while moving throughout the facility – even in environments with multiple buildings and with environmentally challenging coverage areas.

## Key Applications

### Clinical Trial Process

During the critical drug trial process, Polycom collaborative video solutions allow researchers or key stakeholders to hold detailed meetings with physicians, patients and government agencies. Real-time project reviews and meetings, including all team members, happen regardless of location. Those involved

in the trial process can collaborate with centers of excellence for real-time feedback. And product marketing can use video for announcements, training, “askthe-expert” dialogue, and observational studies.

### New Drug Research/Discovery

Companies spend significant amounts of time and resources researching and negotiating with various alliances. Without a process to effectively monitor royalty and other revenue streams, sizable sums of money are often left on the table. Real-time collaboration allows pharmaceutical companies to more effectively partner with other companies on discovery, marketing and distribution of new products.

For more information on Polycom enterprise solutions, contact us at [enterprise.solutions@polycom.com](mailto:enterprise.solutions@polycom.com).

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