



SUCCESS STORY

Compliance Mailing done right

leveraging Jet Mail's full service data, print and mailing solutions.

Industry

Pharmaceutical

Location

Greater Boston Area

Services

Printing, fulfillment and distribution

THE SITUATION

On a Friday night shortly before 7:00pm, Jet Mail received a call from the Pharmaceutical company requesting 10,000 informational booklets, along with an accompanying letter, be printed and delivered to patients by the following Monday morning.

Final files were being reviewed by their legal team and upon approval needed to get immediately into the mail to meet this improbable deadline.

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PHARMACEUTICAL ORGANIZATION

A public pharmaceutical company located in the greater Boston area, focusing on drug development and therapies for those struggling with cancer. With a focus on providing affordability and accessibility of medications for patients.

BACKGROUND

An existing Pharmaceutical fulfillment client was required by the FDA to notify in excess of 10,000 patients of a new adverse reaction to one of their drugs. Late on a Friday evening the legal team informed operations that a letter of notification along with an updated 28 page product booklet had to be printed and shipped, to arrive on Monday morning.

SOLUTION

Jet Mail was able to quickly pivot and address the client's immediate need utilizing its capacity and flexibility. Within an hour of the call, Jet Mail implemented second and third shift staffing on it's fleet of digital presses to successfully produce and overnight ship 10,000 booklets. Over 60,000 pages were printed, bound, kitted and inserted to meet the legal deadline. The project was perfectly executed meeting all delivery and compliance requirements enabling the client to notify patients immediately and manage the client service response.

RESULTS

As a result of Jet Mail's flexibility and ability to handle an urgent project, this Pharmaceutical company met all regulatory obligations, avoiding fines and legal issues. Beyond these results, patients using the drug were informed of a possible adverse side effect and were able to take appropriate precautions.



FOR MORE INFORMATION, CONTACT US



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