



Fortune 500 Pharmaceutical Company Streamlines Affordable Care Act Compliance

Summary

- Streamlined Compliance with the Affordable Care Act and Corporate Integrity Agreement
- Reduced cycle time from three to six weeks to three days
- Gained easy access to signatures via mobile signing
- Eliminated unauthorized contract modification

DocuSign is an instrumental component of lean operation initiatives and streamlined compliance with Corporate Integrity Agreements (precursors to the ethical aspects of the Affordable Care Act).

A Corporate Integrity Agreement (CIA) outlines the ethical obligations a company agrees to as part of a civil settlement with the Office of Inspector General (OIG) of the U.S. Department of Health and Human Services. That company agrees to the CIA obligations in exchange for the OIG's agreement that it will not exclude them from participating in federal healthcare programs.

Entering into a CIA in 2010, one Fortune 500 pharmaceutical company now publicly discloses all charitable contributions to US healthcare institutions, medical education grants and payments to physicians. Payments include compensation for clinical trials, company-sponsored educational programs, meals and travel.

Best-of-breed electronic signature solutions like DocuSign allow manufacturers to easily acquire payment agreements from physicians. Customizable templates add a level of security with GPS location at the time of signing. Once signed, the document becomes part of both the physician and manufacturer's libraries.

Challenge

"The CIA was an opportunity to look at all business processes, and we identified a series of things we wanted to further automate to increase ease of compliance," said the company's Director of Corporate and Regulatory Information Services. One of those areas was contract processing—an overly drawn-out,

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Director of Corporate and Regulatory Information Services, Fortune 500 Company

paper-focused process. As a result, it had become difficult to manage. The process involved manual verification of contract location, status and return.

The contracting team also processed edits when someone crossed out clauses and inserted their own language.

Considering the regulatory changes, the organization needed to streamline their process for efficiency and compliance. "We were very focused on this process in the context of our business processes," said the Regulatory Director. "This is a relatively straightforward process, but can get unwieldy in the paper world."

Solution

The business began using DocuSign in July 2012 to streamline compliance with their CIA, quickly obtaining signatures from physicians who provide services for consulting, educational programs and clinical trials.

Their use of DocuSign focuses on efficient enforcement of internal policies regarding their CIA and Affordable Care Act regulations. The CIA is clear that the organization must fully document each physician's deliverables, but does not specify the means to do so. This process was previously a cumbersome, manual paper trail. DocuSign now fully automates this process.

Results

DocuSign has enabled this organization to follow their internal policy more closely while maintaining compliance. DocuSign's automated tracking process means much less time chasing paper.

As a result, the contracting team saw a dramatic reduction in cycle times. Depending on complexity, contract execution took anywhere from three to six weeks. They now see contracts turned around within three days—negotiated to archived.

With DocuSign, the negotiators have control of who receives the contract and are certain it has not been modified. If the second party does not agree with a clause, they have to reject and return the contract. From there, the parties can negotiate the terms. This saves frustration and wasted time from receiving contracts with lines crossed out and new language inserted.

The greatest advantage DocuSign brings to contract execution is mobile signing. Senior management welcomes the mobility, which is ideal on iPhone, iPad, Android, Windows 8 and any mobile browser. The mobile capability is crucial for quickly obtaining signatures from those on the road and occupied with meetings.

Physicians have been very happy with the results. "We receive positive feedback, which I know is surprising," said the Regulatory Director. "We have had people actually take the time to reach out to us and thank us for the process."

The DocuSign technology allowed for a painless implementation without typical hurdles, according to the Regulatory Director. Internal change management is essential to ensure a seamless implementation into business processes.

Like all customers, they have direct access to the product development and engineering teams at DocuSign, not just a help desk. "Typically, if something is wrong, you go through a help desk, sit in line and someone junior takes notes," said the Regulatory Director. "From day one, DocuSign has given us direct access to senior engineers and addresses technical problems very quickly."

The business process success with DocuSign has led to re-evaluation of all physical signatures. The organization is working internally to prioritize other business processes to leverage DocuSign. This year, they will use DocuSign to validate financial forms, medical information, sample requests and other contracts.

About DocuSign

DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

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