Prepared for Growth

Case Study

Your Meeting Experience. Perfected.

Details	
Description of Client	Global pharmaceutical company
Name of Program	Global HCP Program

At-a-Glance Summary:

- **Challenge:**
  Rapidly onboard and scale a major global HCP program, with scalability built in from the outset.
- **Benefit:**
  Capacity that flexes with demand while standards stay consistent, with a 12-week implementation and zero compliance incidents.

The Challenge

The client required rapid implementation of a global HCP program, with the ability to accommodate fluctuating meeting volumes while maintaining consistent service, quality and compliance across the organization.

Key challenges included:

- Onboarding a major global HCP program on a fast timeline
- Preparing for changes in volume before the demand arrived
- Keeping service, quality and stakeholder experience consistent across the organization

Scope of Program

For AMI, scalability isn't simply adding people. It's having the people, processes and leadership structure ready before the demand arrives.

Our support included:

- A dedicated core team
- Documented processes and standardized workflows
- Client-specific training and quality controls
- Additional resources trained against the same standards
- AMI's supplier network for rapid sourcing and service delivery

Key Program Enhancements

- Established a scalable operating model with trained resources and standardized processes in place ahead of demand.
- Developed additional team capacity and leadership expertise to respond quickly to changing meeting volumes.
- Maintained continuity, accountability and consistent delivery standards as the program expanded.

Results & Impact

- 190+ meetings projected in 2026
- Global HCP program implemented in 12 weeks
- Zero compliance incidents
- Scalable delivery model supporting changing meeting volumes without disruption to service standards

What This Means for You

AMI's model is built for expansion and seasonality. Resources can flex while client knowledge, standards and accountability stay consistent, so if scope or volume evolves, the program doesn't start over.