



Services to Healthcare Companies

Supporting ongoing business operations

1

We at Nexdigm (SKP), enable healthcare companies to operate successfully and profitably in this dynamic industry.

Enabling performance improvement

2

We assist in designing business strategies and efficient business processes, enable a compliance culture, develop and embed internal control systems, and when required bring in efficiency through process management. Nexdigm (SKP) works with the client in identifying current issues, formulating approaches in addressing them, implementing the approach and guiding them in interpreting the results/outcomes on an ongoing basis. Our services enable clients to adopt a practical solution to the challenges at hand.

Assisting in strategic initiatives/Special projects

3

Nexdigm (SKP), having provided services to over 80 global healthcare firms across geographies, has established abilities to address specific challenges.

1. Supporting Ongoing Business Operations



Healthcare companies across different sectors are complex organizations with operations spanning research and development, manufacturing, marketing and sales, warehousing and supply chains, customer service and aftercare. Based on the sector, the complexity and priority of these operations will differ, but innovation and technology are continually driving change and progress across Healthcare sectors. The Healthcare industries are also governed by various regulations and codes that necessitate maintenance of robust processes and systems to ensure adequate documentation, audit trails, and compliance.

The industry interfaces with a variety of sensitive stakeholders and is subject to significant regulatory and public oversight. Additionally, in most pharma and medical devices firms, distribution forms a critical element in the sales cycle. A good relationship with distributors with adequate controls within the transactional processes will result in a more motivated distributor force which directly impacts sales.

How we can help?

- Dealer distributor management including dealer claims management, incentives and commissions calculations, agreement management, payables, price difference claims, MIS and exceptions reporting, and associated finance and accounting activities.
- Healthcare compliance services including audit of sales and marketing expenditure, pre-event and post-event documentation, spot checks, enhancing compliance awareness and related services, trainings to build in compliance with provisions of various domestic and international legislation including the Foreign Corruption Practices Act, UK Bribery Act etc.
- Management of payroll, related compliances and tax obligations in multiple geographies
- Global contract administration and management
- Tax advisory, litigation and compliance support throughout the lifecycle and adapting to changing regulations
- Governance support including internal audits, information technology and data security reviews.

Success Stories

Dealer-Distribution Management

Nexdigm (SKP) works with the Indian entity of a leading global healthcare conglomerate to improve the workflow of transactions between the dealers and the company. This includes managing dealer claims, stock and sales report verification, issuing regular statements of accounts and managing their contracting process. The focus is to reduce the time for transactions which directly increases the working capital of the dealer and enhances the sales performance. At a broad level, this has improved sales to the tune of three to four percent.

Managing Compliances and Governance

Conducted multiple investigations for a leading healthcare company involving inappropriate dealer claims, fraudulent documentation or undeclared conflict of interest between employee and third party. Nexdigm (SKP) also helped highlight deviations in on-field marketing practices which were backed by subsequent documentation in order to manage their healthcare compliance requirements.

Shared Services

Nexdigm (SKP) had set up and continues to manage a shared services operation for the Asia Pacific Operations of a Private Equity backed diagnostics firm.

By standardizing and centralizing various processes, SKP brought efficiencies in resource utilization across various countries. The processes include F&A processes, payroll as well as subsidiary compliances and are supported across different languages.

2. Enabling Performance Improvement



The healthcare industry is currently facing two-fold challenges of having to significantly upgrade the quality of its products and services which calls for investments in manufacturing, supply chain and other processes. At the same time it faces pricing pressure across the globe with the ever-increasing demand to improve value for its customers. This has resulted in increased pressure on margins with the need to improve productivity, reduce costs and increase output for a given spend. Efficient management of costs and other resources are critical in sustaining and improving performance levels. Efficient management includes optimizing resources across the business spectrum including sales and marketing, supply chain costs, reducing wastage and low value added activities.

How we can help?

At Nexdigm (SKP), we help healthcare companies improve efficiency in processes and optimize the resources. Our solution not only focuses on the issue at hand but also factors in the overall efficiency to achieve the desired results. This enables companies to focus on improving their competitive position while strengthening their margins through efficiency improvements.

Our solution combines different approaches to solving business issues and adding value to the business. We apply a combination of business knowledge, process consulting approach, data and analytics driven decision making support for process efficiency and optimizing resources.

Success Stories

Review of Arrangement with Logistics Service Provider

Nexdigm (SKP) helped a US-headquartered healthcare company review their commercial relationship with a Logistics Service Provider in Australia. The work entails identifying key cost drivers which can be optimized, suggesting and assisting the implementation of the solutions, including suggesting commercial terms with the Logistics Service Provider such as incentive sharing. The project also involved establishing a mechanism to create a management dashboard for review of cost and performance metrics.

Standardize Distributor Contract Templates

Nexdigm (SKP) helped standardize distributor contracts across APAC with flexibility to accommodate local, sectoral and business model variations. Our team drove standardization and refreshed contract templates to incorporate best practices. It resulted in simplification, efficiency and agility in contracting and aligned business processes.

Warehouse Network Optimization Study

Nexdigm (SKP) worked with the Indian subsidiary of a global medical device company in analyzing and redesigning its warehouse and distribution network. The focus of the study was on improving the customer service levels and lowering the supply chain costs. SKP analyzed the current distribution network and developed different models based on the client's requirement. We recommended that the client rebalanced the demand loads and setup an additional warehouse to the network.

3. Assisting in Strategic Initiatives



The healthcare industry is dynamic with players pursuing both organic and inorganic business development activities. Besides the traditional multinational firms operating in various countries there is also a significant participation from Private Equity in this industry. Consequently, mergers and acquisitions activity both globally led or at specific country level, new market entry projects, new partnerships and alliances are all common in this industry. Additionally, the dynamic regulatory environment may require the establishment of new processes and systems to meet new requirements and compliances.

Business units in most organizations are structured to carry out business as usual. However, certain circumstances like Mergers and Acquisitions, Manufacturing/Replenishment centers footprint optimization/expansion, implementation of a new technology or change in regulations and several such situations result in significant changes in organizational operations and demand support from external specialists that are adept at handling these situations.

Nexdigm (SKP)'s Project Management Services are aligned to the business. The teams are experienced in managing a diverse range of senior stakeholders across various work-streams from global offices. The manner in which Special Projects are delivered by Nexdigm (SKP) is hands-on, delivered with a focus on outcomes. This reduces the risks of any unanticipated items, as well as fills in gaps and supports decision making.

How we can help?

- New expansion – manufacturing/warehouse
- Mergers and acquisitions
- Post-merger integration
- Restructuring/closing down of operations
- Managing change in regulation/IT set up
- Technology change management on account of data privacy regulations, cybersecurity risks and breach protections in relation to medical devices

Success Stories

Greenfield

Nexdigm (SKP) helped setting up a greenfield manufacturing facility in record time for an independent, global employee-owned US-based company that develops, manufactures and markets healthcare products and services. This engagement involved an integrated approach, in which cross-functional teams worked on HR, supply chain, building, legal, financial, tax, treasury, and regulatory aspects of the project, throughout the lifecycle of the project and even beyond. The work started right from developing a business case and feasibility study, location analysis, to supporting with project management of the set-up and ongoing services.

Post Merger Integration

Provided project management services for post acquisition integration across multiple countries in Asia Pacific for a leading American healthcare company in the top 30 of the Fortune 500 list. The project involved planning and monitoring complex business activities across various work-streams including meeting regulatory licensing requirements, distribution set-up, supporting tie-ups with logistics firms and several other activities. It resulted in a successful transition of business from another leading company. Nexdigm (SKP) provided extensive business advisory support on various business decisions, and made recommendations as well as helped implement solutions.

Brand Licensing cum Sale of a Dermatology Brand

Advised a UK-based company, one of the top brands in the category of emollients for dry skin conditions, having global presence on Brand Licensing cum Sale of a brand to one of the top three pharmaceutical companies in India for sale in the Indian sub-continent.

Nexdigm (SKP) team helped identify a partner and led commercial negotiations, assisted in brand and trade mark due-diligence and vetted definitive agreements. Furthermore, Nexdigm (SKP) provided complete assistance during the transaction lifecycle and ensured that the interests of both parties were protected during negotiations and creating a win-win for both.

Our Team



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Group Executive
Chairperson



Samuel Brilliant
Senior Global Business
Adviser, Pharmaceuticals
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Steven Younts
Senior Global
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Strategic Initiatives



Marc Lessem
Senior Executive Director,
North America Sales and
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Thought Leadership



India's National Health Protection Scheme: Ayushman Bharat - Growing Opportunities in Affordable Healthcare

Positioned as a game-changer for healthcare in India, NHPS aims to make healthcare available, accessible, and affordable to the economically weaker section of the population.

With over 500 million targeted beneficiaries, the Ayushman Bharat, including NHPS, is the largest healthcare reform ever undertaken by the Government of India, which presents a unique opportunity for related industries.



Nexdigm (SKP)-AdvaMed Report on Indian Medical Device Industry

This report discusses the changing ecosystem in the Healthcare market and the innovations that are impacting access, affordability and usage of medical devices in the country. It also provides some case studies of strategies used by companies to succeed in this growing and complex market.



Medical Device Monitor

The medical device monitor provides an overview of the changing dynamics and environment of the industry, the impact on various players and likely opportunities within this space.



Therapeutic Areas

This publication specifically talks about the market, its challenges and outlook for various therapeutic devices in India

About Nexdigm (SKP)

Nexdigm (SKP) is a multidisciplinary group that helps global organizations meet the needs of a dynamic business environment. Our focus on problem-solving, supported by our multifunctional expertise enables us to provide customized solutions for our clients.

Our cross-functional teams serve a wide range of industries, with a specific focus on healthcare, food processing, and banking and financial services. Over the last decade, we have built and leveraged capabilities across key global markets to provide transnational support to numerous clients.

We provide an array of solutions encompassing Consulting, Business Services, and Professional Services. Our solutions help businesses navigate challenges across all stages of their life-cycle. Through our direct operations in USA, India, and UAE, we serve a diverse range of clients, spanning multinationals, listed companies, privately owned companies, and family-owned businesses from over 50 countries.

Our team provides you with solutions for tomorrow; we help you *Think Next*.



USA Canada India UAE Japan Hong Kong

Reach out to us at ThinkNext@nexdigm.com

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