

**Smartshoring®  
transforms a global  
healthcare and medical  
communications  
business output and  
performance while  
providing significant  
cost savings**

#### CASE STUDY

## POWERPOINTS AND IMAGE SERVICES AT SCALE

This global healthcare and medical communications business creates digital and creative assets, communication strategies, training solutions, publications and more.

Their in-house creative and production team approached We Are Amnet to help solve their challenge.

### CHALLENGE

They needed help producing assets faster and at a lower cost than they were currently being charged. The variable volume of scientific graphs, illustrations and PowerPoints coming into the studio was also adding additional pressure.

### SOLUTION

We Are Amnet had the solution. We developed a hybrid model of fixed term FTEs to handle the regular volume and transactional model to cover periods of peaks and troughs in the workload. This meant the team could easily handle the variable workload while being cost effective.

With our global Smartshoring model, making the best use of talent, wherever it may be. We were also able to provide excellence in communication and quality through our in-country client services teams and stringent quality controls through our Quality Design Program and ISO 9000 certification.



# Smartshoring® transforms a global healthcare and medical communications business output and performance while providing significant cost savings

## CASE STUDY

*"Our production team worked closely with the global healthcare and medical communications business to align to their processes, ways of working and most importantly the brand guidelines. Through this, we were able to deliver their projects to a high standard which elevated the relationship. Within a few weeks of working on live projects with the UK team, we were introduced to the US team. Today they are able to utilize our Global Smartshoring Studio as an extension of their team with room to expand as and when they need it".*

**Umesh Bhudia**, Senior Account Manager, We Are Amnet.

## THE PROCESS

We conducted test work across two projects for the UK team, ensuring we met their quality, time for completion and cost expectations.

Next, the onboarding process where a team of 10 were trained on the brand guidelines and started live work on a transactional basis covering both UK and US regions. Included within the 10 were two dedicated brand guardians ensuring quality and consistency in the work across multiple regions.

By developing into an international footprint within the first 6 months, the global healthcare and medical communications business made sure they were getting maximum commercial value.