



Case Study: Strategic Project Results in Better Policies and a Reusable Framework

Industry: Pharmaceutical

Company: U.S. Subsidiary of a Global Innovator

Services Provided: Project Management, Mentoring /
Coaching / Compliance Policy Development



Challenge: The pharmaceutical industry is highly regulated and subject to a variety of laws and regulations regarding the patenting, testing, safety, efficacy and marketing of drugs. The client realized the need to simplify their policies and procedures to make it easier for employees to understand and follow for better compliance with regulatory requirements.

Solution: Bluestone was engaged to provide project management and policy development expertise for this Client. We took a holistic approach to assess the policy management process and recommend a policy and procedural strategy that addressed usage, gaps and improvements.

Bluestone worked with the Client to get the Voice of the Employee, conducting interviews and focus groups throughout the organization, and gaining insight regarding what was working and what wasn't. Bluestone recommended a framework and guidelines for policies, as well as a replicable assessment tool.

Result: The Client now has policies that are easier to understand and a process to better review and publish their compliance material. The strategic framework highlights new or revised policies needed, aids in defining priorities and the appropriate ownership.

Value Delivered: New policies are easier to understand, including the new Company Code of Conduct and other Sales and Marketing policies. Employees prefer the redesigned policies and can better find them when needed. And, the Client has an enhanced repeatable process used to review, revise and approve their policies and procedures.

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