

Anju Software's Self-Service Portal Reduces MedInfo Costs While Enhancing HCP Satisfaction

Web portal adds secure, personalized self-service capability to industry gold standard IRMS

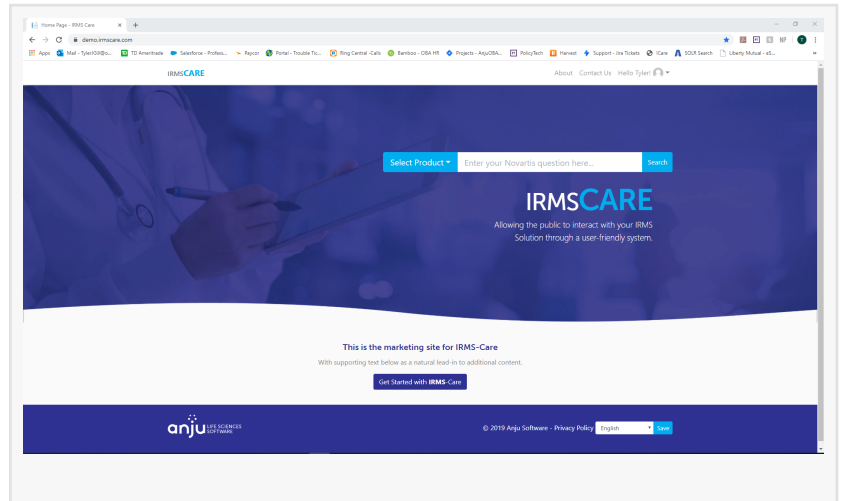
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[Anju Software's IRMS](#) (Information Request Management System) has been the gold standard for Pharma Medical Information since 1995. During those decades, continual innovation propelled IRMS to remain the industry

leader. The latest innovation further secures that position as Anju recently released [IRMS Care](#), a secure self-service web portal enabling physicians and patients to obtain information at their convenience. IRMS Care seamlessly integrates with IRMS and makes pre-approved information within the platform available via the portal to IRMS Care users. Results from IRMS Care's initial customers show an immediate and significant reduction in routine case volume calls into MedInfo internal staff or call centers. The decrease of calls by 10% to 15% in the first 2 months speaks for itself as hundreds of physicians quickly adopt the portal. Physicians give IRMS Care overwhelmingly positive reviews as they value the personalized experience of obtaining information and content anytime from anywhere and any device.

"Having worked closely with Anju for years, we welcomed the opportunity to extend our use of IRMS with IRMS Care. IRMS Care allows medical professionals to obtain their own important information thereby enabling our own staff to focus on higher value activities," explained a large Pharma's Associate Director of U.S. Medical Information. "In addition, our representatives now have another valuable tool to provide to their customer HCPs."

Anju's IRMS Care enhances service while allowing Pharma customers to maintain absolute control over all information made available via the secure portal. Physicians and patients only have access to pre-approved documents and other content. Users of the portal can be pre-registered or self-register during their first use of IRMS Care. The portal itself can be branded consistent with the Pharma customer's own website. Advanced reporting provides insights and



audit trails into users and the information that they search, request and obtain.

“Developed in partnership with Pharma, CRO and Call Centers, IRMS Care is yet another example of the value Anju places on customer co-development efforts as a key ingredient in our growth and success,” explains Reed McLaughlin, Senior Vice President of Sales, Medical Affairs Division at Anju Software. “We are committed to delivering the very best technology solutions to the Life Sciences industry while making a difference for our valued customers and their missions of caring for patients.”

About Anju Software

Anju Software makes advanced solutions for the life sciences industry from clinical operations to medical affairs that is adaptive, non-disruptive, and will enable and enhance your existing environment. The strength of Anju's offering focuses on delivering YOUR PLATFORM, YOUR WAY. Anju will incorporate complementary solutions to YOUR environment, leveraging Anju's integration technology, creating a tailor-made PLATFORM perfectly suited to meet YOUR needs. Learn more by visiting www.anjusoftware.com

Bill Leander

Anju Software

+1 913-475-9152

[email us here](#)

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