

Quintiles

- Pharmaceutical
- 30,000+ Employees
- Multi-Lingual
- Offices in 50+ Countries
- Public
- Fortune 500

1. Problem

- Quintiles wants to incorporate an ongoing communication strategy that appeals to a growing segment of mobile users by creating frequent communication that goes beyond training events and standard LMS content.
- With limited time and resources, it can be hard to create content from scratch. Quintiles needs a go-to resource for compliance content.

2. Solution

- Upon becoming a CW Member, the compliance and ethics team now creates a monthly newsletter for all global staff that hosts articles, blogs, and videos.
- Once the newsletter content is ready, three other versions are created (English, Spanish, and Japanese). These versions are brought to the Office of General Counsel for review, editing, and approval. Working internally with many departments ensures that the newsletters are perfect for launch. (Figure A)

3. Outcome/Reflection

- "The response to these has been very favorable." – Global Head of Compliance Training*
- So favorable, in fact, that Quintiles has also created a quarterly "Manager's Edition" to speak directly to the middle-management departments, providing tools, tips, and best practices for dealing with compliance and ethics issues as they arise on the front lines of the organization.
- "Since [Compliance Briefs are] available in so many languages, we'll create an image with the title in all the languages with the image as a link that will permit readers to run the video in the language of their choice. We can track which languages are selected, how many users view the video, and how many watch it partially or all the way to the end." – Global Head of Compliance Training (figure B)*

Newsletter "The Wave"

