

# CLIENT STORY

Building a  
Service Solution



This client was a new start-up company that wanted to supply the NHS with cost-effective branded generics to all the CCGs.

They wanted to supply the NHS with cost-effective branded generics to all the CCGs. (Centralised Commissioning Groups who hold the local NHS budgets)

## Summary

To achieve this, they wished to purchase dossiers to gain their own licences to control their own destiny and manage the costs. IPG was contracted to project manage all aspects of Sourcing, Regulatory, Quality, Supply Chain, Distribution as well as packaging design and artwork. This included writing up full financial budgets for the projects by product. As part of this business plan, IPG were also contracted to locate licences/dossiers for purchase and progress through to MHRA approved licences, thereafter supply. The client would manage sales and finance until reaching critical mass.

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IPG sourced the first 2 products that were licenced for sale and performed the change of ownership preparation and submission using their regulatory management team. The licence was granted within a couple of months.

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A new artwork process was required to create the companies preferred logo and design. The IPG Design team submitted these to MHRA for their review and approval as any new brand name must be submitted to MHRA to confirm they were acceptable for use. IPG's quality management team were tasked with documenting all the required SOPs and Technical agreements and creating a QMS (Quality Management System) for the company, upon approval IPG ran the systems until client staff were appointed.

IPG's supply management team worked to ensure all supply chain requirements were fulfilled and all licence requirements adhered to. We created essential new documentation, packing lists, delivery notes, invoices and created new SKU (Stock-Keeping Unit) numbers. Supply chain routes were documented and audited where required, advice was supplied regarding the new falsified medicines directive for future use. Sales demands were received from the company so that supply chain could create supplier forecasting modules.

The client progressed to add more products, they merged with another firm and over the next twelve months IPG managed the handover to an established internal team.

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