

Unifying global HCP and patient engagement with a centralized global framework for digital hubs

Client

A global, values-based, R&D-driven biopharmaceutical company headquartered in Japan

Company Size

49,000+ employees

Location

Global

Featured Partners



The client needed a scalable digital solution that could unify HCP and patient engagement across multiple markets while maintaining flexibility for the specific market needs of local business. Their existing approach relied on fragmented, inconsistent sites that drove up costs, created compliance risks, and limited scalability.

Marlabs developed the hub product, a centralized yet customizable platform built on Pantheon and Drupal. By enabling markets to seamlessly reuse modules and apply their own branding, the solution accelerated time-to-market, ensured compliance, reduced costs, and fostered knowledge sharing across regions.

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“Many kudos to you guys! You worked incredibly hard and with great enthusiasm on the project, and it shows in the result. Showing again the growth mindset and how you aspire to be best in class.”

--Head of Omnichannel Platforms, Enterprise (Shared) Platforms and Services

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Digital Solution Architecture



Web & App Development



Quality Engineering & Assurance



DevOps

The Challenge: Fragmented digital platforms across markets



Objective: Strengthen engagement, maximize cross-market synergies, and unlock insights to drive better decision-making.



Existing Issues: Fragmented platforms created brand inconsistency, compliance risks, inefficiencies, slow time to market, and limited scalability.



Solution Needed: A centralized, reusable hub with global standards and local flexibility.



Outcome: A unified hub product that streamlines global engagement while reducing costs and risks.



The client's digital ecosystem lacked consistency, scalability, and efficiency, making it difficult to engage healthcare professionals and patients effectively. Costs were high, compliance risks were elevated, and each market had to start from scratch with new sites.

The Solution: Building a centralized hub product for global engagement

Marlabs designed and delivered the hub product, a Pantheon-based upstream architecture with reusable modules, consistent governance, and flexibility for local markets. The phased rollout of the global framework accelerated time-to-market, reduced compliance risk, and provided an adaptable digital foundation for global engagement with custom local branding.

Phase 1: Product Foundation

We built a scalable architecture; optimized code; and defined governance, processes, and release management.

Workstreams:

- Design architecture & development
- Quality assurance
- Project management
- Operations
- Product governance support

Phase 2: Product Refinement

The team piloted six markets, refining the solution with feedback and real-world insights.

Workstreams:

- Rollout management
- Project management
- Digital product development
- Quality assurance & testing
- Content feeding

Phase 3: Rollout

We scaled across markets, adding features like accessibility improvements, SEO, AI-driven research, and Power BI reporting.

Workstreams:

- Rollout management
- Project management
- Digital product development
- Testing
- Content feeding
- User training
- Reporting & dashboards
- R&D & innovation

Services and Technologies Used:

Services:

- Digital Product Engineering & Architecture
- Web & App Development
- Quality Engineering & Assurance
- DevSecOps Engineering
- Business Intelligence
- Project Management & Enablement

Technologies:

- Pantheon
- Drupal
- PHP, JavaScript, HTML, CSS
- Power BI

The Results: Impact on the client organization

The hub product reduced costs, improved scalability, and established a consistent global digital presence. Markets gained the ability to independently add new therapeutic areas, manage content, and co-create value with the global team.



Significant Cost Savings: For example, consolidating 10 sites in the Netherlands reduced platform management costs from €60K/yr to €4K/yr.



Faster Scalability: Markets could quickly add therapeutic areas at low cost and with minimal effort.



Reduced Compliance Risk: We aligned the unified platform with corporate IT and compliance standards.



Improved Independence: Local teams gained control over content editing and customization.



Streamlined Vendor Management: Consolidation reduced the complexity of managing multiple vendors.



Ongoing Innovation: The global hub enabled continuous improvements and knowledge sharing across regions.