ILLUSTRATIVE CASE STUDY

Pharma Compliance Monitoring with Automation and AI

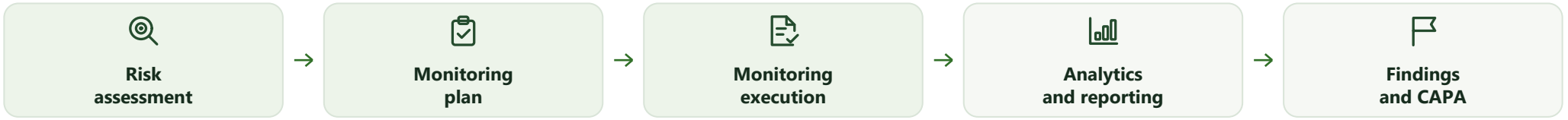
A UK pharma company monitors healthcare professional (HCP) engagements, hospitality and promotional materials across Europe. Risk registers, test evidence and action logs sit in separate systems, making it hard to trace findings or verify fixes.

CONCERN	WHAT GOES WRONG TODAY	WHAT THE WORKFLOW WOULD CHANGE
Risk and coverage Risk ratings do not always translate into a testable monitoring plan.	• Risk registers capture policy risks, but activity and spend data are gathered separately. • Affiliates use different scoring scales and testing criteria. Local changes can leave controls or tests out of date. • Teams struggle to see which high-risk activities are untested, and why some samples were chosen.	• Use a common risk and control register with local criteria, owners and scheduled reviews. • Tie each test to a defined risk, control, population, scope and sampling method. • Record why an area was sampled, deferred or prioritised for targeted review.
Testing and evidence Manual preparation takes time away from checking whether controls work.	• Teams reconcile event, approval, contract and finance extracts by hand before testing can start. • Contract timing, approved material versions and attendance evidence are checked across separate files. • Incomplete records can conceal a failed control or simply reflect a missing data feed.	• Automate checks on reliable structured fields and send missing data to a separate review queue. • Use approved AI to extract dates, summarise notes and point reviewers to evidence in source documents. • Let testers confirm findings and record the basis for their decision.
Reporting and remediation A finding can lose its owner, context or evidence after the report is issued.	• Monthly reports mix potential exceptions, confirmed issues and missing evidence, which makes trends hard to interpret. • Actions sit in email and spreadsheets. Owners, deadlines and evidence of completion are hard to track. • Closure is reported without a consistent check that the corrective action reduced repeat issues.	• Show sample coverage and findings separately in dashboards, with drill-down to the underlying test. • Assign corrective and preventive actions (CAPA) with named owners, due dates and evidence requirements. • Retest the control, record the result and feed repeat issues back into the risk assessment.

Eunomia's pharma compliance monitoring service

From risk assessment to corrective action

A linked record connects each risk to its controls, test plan, evidence, findings and follow-up. Confirmed findings inform the next risk assessment.



STAGE	RULE-BASED AUTOMATION	AI ASSISTANCE	HUMAN DECISION
Risk assessment	Maintain a versioned risk and control register. Collect standard inputs by market, including activity volumes, prior findings and control changes.	Summarise trends and suggest topics for review with links to previous findings, policies and source data.	Assess inherent and residual risk. Approve the rating and document the rationale.
Monitoring plan	Translate rated risks into tests. Define scope, data source, period, population, sampling method, owner and review frequency. Track coverage and gaps.	Draft test instructions from approved documents and identify high-risk areas with limited planned coverage.	Approve priorities, the sample design, test criteria and expected evidence.
Testing and evidence	Create cases for selected samples. Run date, version and completeness checks on structured records. Route unclear data or exceptions to reviewers.	Extract relevant dates and passages from contracts and supporting records, with links to the source and document version.	Verify context and evidence. Record pass, confirmed finding, or insufficient evidence.
Analytics and reporting	Combine sample status, confirmed findings and action ageing in a Power BI view. Keep drill-down to each test and document.	Summarise recurring themes and draft commentary with links to underlying records for verification.	Confirm denominators, interpret trends and agree what to escalate.
Findings and CAPA	Log confirmed issues, owners and due dates. Escalate overdue actions. Capture closure evidence and schedule effectiveness testing.	Suggest follow-up questions and draft a remediation summary based on the evidence and approved action.	Confirm root cause and severity. Approve CAPA and sign off after retesting.

Sampling example. Test all records in a defined high-risk group and select a documented sample of routine cases. Report results by selection method so targeted findings are understood in context.

Built around the client's existing systems

Eunomia's Monitoring in a Box approach pairs compliance expertise and a defined monitoring plan with the client's approved workflow, reporting and AI tools.

Trusted source systems

HCP CRM and event records, contract and e-signature systems, promotional approval platforms, ERP and agency feeds.

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Monitoring workflow

Risk register, test library, sample assignments, evidence links, findings and CAPA with named owners.

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Management and evidence

Coverage, confirmed findings, overdue actions, drill-down to source evidence and management reporting.

WHAT EUNOMIA CAN CONFIGURE	TOOLS AND CONNECTIONS	HOW IT FITS
Risk and controls register	SharePoint and Microsoft Lists, or the client's governance, risk and compliance (GRC) tool	Configure risk, control and test records with local criteria, ownership, review dates and links to evidence.
Monitoring work queue	Power Apps or an existing case-management form, with Power Automate routing	Assign samples, send reminders, collect evidence and capture reviewer decisions and escalation history.
Data connections	Client-approved connectors, APIs or controlled extracts from CRM, ERP, approvals and contract systems	Join records by activity or contract ID. Check coverage, confirm the source of each field and route unmatched records for review.
Dashboards and reporting	Power BI with a governed reporting dataset	Show sample coverage, confirmed findings, repeat themes and action ageing. Filter by control and market with permissions agreed by the client.
AI document assistance	Approved AI service or controlled policy chatbot in the client environment	Read contract or approval evidence, link suggestions to sources and send uncertain cases to a human reviewer. Log corrections and evaluate missed flags.
Findings and action tracking	Existing GRC or issue tracker, or a SharePoint list with Power Automate	Assign CAPA, record the owner and deadline, capture evidence of completion and prompt for an independent effectiveness check.

Implementation checks. Keep authoritative records in the client's systems. Agree data access, licensing, retention, market scope and security with IT. Test rules and AI with known exceptions before using the outputs in monitoring.

Eunomia's automation services · Microsoft on workflow connections · Microsoft on Power BI data sources

From a monitoring flag to a verified fix

In this sample dashboard, a reviewer traces an HCP contracting flag from the original evidence to corrective action and retesting.

Compliance Monitoring Workspace

Illustrative dashboard · Sample data · Q4 to date

60	48	8	3
Sampled records	**Completed reviews**	**Confirmed findings**	**Overdue CAPA actions**
Across three monitoring areas	12 reviews still open	Across 48 completed reviews	Open actions past their due date

Confirmed findings by monitoring area

Bars show confirmed findings. Labels show findings / reviewed.



HCP contracting finding · MON-024

Automation and AI flag

Service start 14 October. Signature audit trail dated 16 October. Automation flags the date sequence after AI extracts the fields and links the evidence.

Reviewer confirms the finding

Compliance verifies both dates and checks for an earlier written agreement. The team confirms there was none and records a finding.

CAPA and effectiveness check

Medical Operations owns a pre-service evidence check. Compliance retests the next 10 eligible engagements before deciding whether to close the action.

Pilot and measure. Start with HCP contracting, then compare time to review, evidence completeness, incorrect or missed flags, and the share of CAPA actions closed after a successful retest.

ABPI Code Clause 24 · Explore Eunomia's monitoring service · Discuss your monitoring workflow