

## Transforming Global Medical Information

Ensuring patient safety through a unified, compliant, and global Medical Information Contact Centre (MICC).

**Global**

Unified Hub

**100%**

Compliance

**24/7**

Availability

**Low Latency**

Specialist Access

### The Challenge

Operating on legacy systems, Fortrea faced challenges with fragmented regional centers, making it difficult to maintain a unified global view of patient interactions. Compliance and accuracy were paramount but hard to guarantee at scale.

### The Solution

CloudInteract architected a unified Amazon Connect instance that consolidated multiple regional centers, enabling "follow-the-sun" routing and ensuring 24/7 specialist availability with GxP compliant validation.



*"The transition to Amazon Connect has given us the agility to scale our MICC operations globally while maintaining the highest standards of compliance."*

— Abishek Gupta, IT Business Relationship Manager

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