CMap

HELIOS
MEDICAL COMMUNICATIONS
INTELLIGENT THINKING • CREATIVE SOLUTIONS • TRUSTED DELIVERY

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Jim Heron, Financial Director

Making Better Business Decisions

When large pharmaceutical companies need strategic medical communication services, they turn to Helios. Based in England, Helios specializes in a range of coordinated services that include medical writing, meeting planning, external expert strategy and collaboration, creative branding and design, and medical education.

Helios opened its doors in 2015 as a small start-up. To keep overhead costs low, they used QuickBooks as their financial system. And, being a project-based company that needed to track time and costs for each project, they used an Excel spreadsheet to manage their projects, as Financial Director Jim Heron explains:

"The spreadsheet contained such things as project details, the fee values of the project, and imported cost and revenue data from QuickBooks. Fortunately for us, we experienced rapid growth right from the start. And, it got to the point that our business was so successful that it became increasingly difficult to manage projects using a spreadsheet. We needed a dedicated system to manage our projects."

Having quickly outgrown Excel's capabilities, Helios was operating at a frustrating disadvantage until they found a solution that gave them more control over their data and the power to do more with it.

Jim and some other team members were already familiar with CMap and all its capabilities, so they knew CMap was specifically designed for project-based companies. The news that the company was going to start using CMap caused quite a lot of excitement across the team.

"Normally, when you're trying to find a project accounting system for your industry, they're never quite customized for what you do. Any other software might handle 70% of our needs. But CMap is tailored to fit MedComms businesses. So, now that our business has reached a certain size and complexity, CMap was the obvious choice. Put simply, it's designed for what we do."

In fact, CMap's MedComms Edition was developed specifically for use in healthcare communications and life sciences consultancies like Helios. When they use CMap, Helios benefits from a single, integrated system that unites all their project data. It works the way they work and makes managing everything from job costing, to timesheets, resourcing, and project performance reporting a whole lot easier.

The project teams at Helios experienced positive results immediately after CMap was fully implemented and integrated with QuickBooks.

"We use CMap to run all of our projects. That includes tracking time, invoicing, managing expenses and everything else that goes into managing a project."

With CMap in place project teams experience a powerful level of control over their projects. For the first time, they had one system that brings together all of their project data, from lead generation through to project completion.

Workflows have become smoother thanks to CMap too.

"It certainly has made managing projects a lot more efficient. Our people can complete internal processes like job costing, recording their time, and resourcing much easier.

Before CMap, if you asked key questions about projects, people would struggle to answer. It was difficult and time consuming to get the information. Now, all the answers are at our fingertips in customizable dashboards."

With CMap, project leaders can drill down into the data to see what resources are allocated to a project and how much time team members are spending on it - gaining immediate insight as to whether costs are aligned with the budget. Project leaders can then make better business decisions and act faster with greater confidence.

Ultimately, CMap is a perfect fit for Helios. Implementation went smoothly, users are happy, and Helios can continue to grow with a future-proof system.

"I definitely recommend CMap to other organisations. I would encourage them to try it. It's almost certainly better than what they're using now and it's more than worth the cost."