

# INNOVATIVE SOLUTION TRANSFORMS HCP AND GROUP TRAVEL FOR MAJOR HEALTHCARE COMPANY

BCD Travel uses API to export traveler data from another TMC into its own profile system

## Challenge

A top global healthcare and pharmaceutical brand works with BCD for HCP and group travel and a different TMC for transient travel. They needed a solution to use Concur for both their group bookings with BCD and transient bookings with the other TMC, without having to manage multiple profiles. They also needed online access for third-party meeting planners to book on behalf of HCPs.

## Approach

BCD created a connection between Cvent and Concur. Once attendees register for a meeting in Cvent, they move into Concur. Upon submitting their booking, the transient traveler data from the other TMC is added to BCD's system. BCD also created an access portal allowing meeting planners to book HCP travel in Concur.

## Results

The result has been groundbreaking. Within eight weeks, BCD implemented the two configurations for group bookings through the Cvent integration into Concur and HCP bookings through online access for third-party meeting planners. This is the first customer using an API with another TMC to extract traveler data into BCD's profile system.

## The customer at a glance

**Industry:** Pharma and healthcare products  
**Presence:** 275 subsidiaries and operations in more than 60 countries  
**Number of employees:** +150,000 worldwide  
**Annual revenue in 2022:** US\$95 billion  
**Annual HCP & Group travel spend:** US\$26 million

A multinational healthcare and pharmaceutical company works with two TMCs: BCD for HCP and group bookings, and another TMC for transient travel. The customer uses Concur as their preferred online booking tool (OBT).



## Challenge

The customer approached BCD with two distinct challenges. They needed:

1. A solution for their employees to use Concur for both their group bookings with BCD and transient bookings with the other TMC where the OBT resides and use their transient traveler profile to avoid the management of multiple profiles, sign ins or online tools.
2. Online access for approved meeting planning agencies to book guest travel directly on behalf of HCPs.

This would improve the traveler experience, give users 24/7 booking access, save money on transaction costs and reduce the burden on BCD's agent desk for HCP and group bookings.

## Approach

BCD consulted the other TMC to determine BCD user rights and settings in Concur, and then got to work. To solve the first challenge, BCD created a connection between Cvent and Concur. Once attendees register for a meeting in Cvent, they are redirected to Concur. Here's how it works:

Traveler profiles are pulled from the other TMC's Concur site into BCD's profile system via Concur's API. This includes new profiles, updates and deletions. When a traveler receives an invite to a meeting and registers in Cvent, they're redirected to Concur as a non-profiled guest to book air, car or hotel. Upon submitting their booking, the reservation is sent to BCD where the traveler's profile data is added (such as frequent flyer numbers, cellphone, email, preferred seating and TSA PreCheck) and the reservation is completed and ticketed by BCD. Finally, the traveler receives an itinerary from BCD with all their preferences included.

For the second challenge, BCD needed to find a way to allow third-party agencies to book HCP travel directly online. To accomplish this, BCD created an access portal that allows meeting planners to log in and directly book HCP travel using a guest booking in Concur.

## Results

BCD's Enterprise Development, Online Client Technology, Operations and Program Management teams fulfilled the client's requests. Within eight weeks, BCD successfully implemented the two configurations for group bookings through the Cvent integration into Concur and HCP bookings through online access for third-party meeting planning agencies. This is the first customer using an API to export traveler data from another TMC into BCD's profile system.



24/7 booking access



Improved traveler experience



Increased online adoption



Fewer transaction fees for the customer



Reduced burden on BCD's dedicated agent desk



**Thanks to our vast, global experience in healthcare and meetings and events, we understand the importance of a positive experience for employees and HCPs traveling for events. Our innovative solution and planning expertise go beyond fulfillment to further enhance our customer's travel program.**



**Tanya Green**

Senior Vice President, NORAM Operations at BCD Travel



**BCD Travel displayed innovation at its finest. Our shared customer had a very challenging ask, but the experts were able to tackle the problem and find a solution. I'm thrilled to work with such smart people every day to meet and exceed our customers' expectations.**



**Jenna Baker**

Vice President, Account management at BCD Meetings & Events