

Success Story
HR Solution

Gebro Pharma achieved a successful HR Digitalization thanks to Talentia



Gebro Pharma

About Gebro Pharma laboratories[■]

Laboratorios Gebro Pharma, S.A. is the Spanish subsidiary of the Austrian company Gebro Pharma GmbH. Founded in March 2002 and with its headquarters in Barcelona, it focuses its activity mainly on the **development and marketing of treatments against pain and inflammation**, quickly opening up to the areas of Rheumatology, Urology, and other hospital specialist areas.

Almost twenty years later, Gebro continues to improve the lives of patients by successful co-promotion, co-marketing, and exclusive distribution agreements.

In addition, the laboratory **reaffirms its commitment to Innovation** and works closely with research centers and institutes –such as the Spanish National Research Council (CSIC) or Biohope– startups and opinion leaders in order to strengthen and boost the pharmaceutical industry research activity.



Gebro Pharma

What are the main HR challenges in the pharmaceutical sector? ■

HR has been able to identify a series of challenges common to the entire pharmaceutical industry. Among them, the following stand out:

- **Digitalization** of Business To Employee processes.
- Management of **remote working**, **flexibility**, and **new modalities** in work organization.
- **Generational** and **cultural diversity** in the workforce.
- New forms of **leadership** and **organizational culture**.
- **Engagement**: how to attract and retain talent.
- **Multilateral communication**.
- **Employer branding**.

What Challenges Gebro had to overcome? ■

Gebro started as a small company experiencing continuous yearly growth.

In 2018, the company increased its workforce by 18%.

This phenomenon created a clear **need for centralization of company data, both at the personnel level** (personal data, training, objectives of each employee) and at the **corporate level** (organizational structure, training plans, etc.). Therefore, it was essential to streamline personnel management from the HR department in order to be able to focus on strengthening the organizational culture, based on six values:

- **Friendliness,**
- **Trustworthiness,**
- **Effort,**
- **Commitment,**
- **Innovation,**
- **And long-term vision.**

To meet this objective, some points were key:

- **Employee engagement.**
Employee well-being and sense of importance.
- **Rapid reaction to adverse situations.**
A clear example of this challenge? The context of the COVID-19 pandemic in March 2020, which required a speedy adaptation to these new circumstances.
- **Transversal and transparent internal communication.**
- **Continuous training for personal and professional development:**
on the one hand, annual mandatory training (Compliance, Pharmacovigilance, Product, Quality, etc.) and also in the line of well-being (coaching, workshops, etc.).
- **Fulfillment of all company activities within the Compliance framework.**
- **Promotion of teamwork and teambuilding.**
Good interpersonal relationships between people in the company.

Solution: With Talentia, Gebro accelerates HR Digitalization

HR identified a series of challenges linked with pharmaceutical industry. Among them:



Single source of information

Connecting all of your HR and personnel data in a single, reliable, and up-to-date source.



A people-centric experience

An engaging and fun experience to increase collaboration, engagement, and motivation.



Real-time Intelligence

Fast, accurate and real-time access to key performance indicators (KPIs).



Future-proof your organization

Understand your workforce, identify gaps and build talent for the future.

Results of the Digitalization of Gebro[■]

Since Gebro Pharma decided in 2018 to digitalize its HR department, many results have been achieved. The most important ones are: greater employee and leader autonomy, cost savings, improved efficiency, transparency, and confidence.



**Greater employee
and leader autonomy**



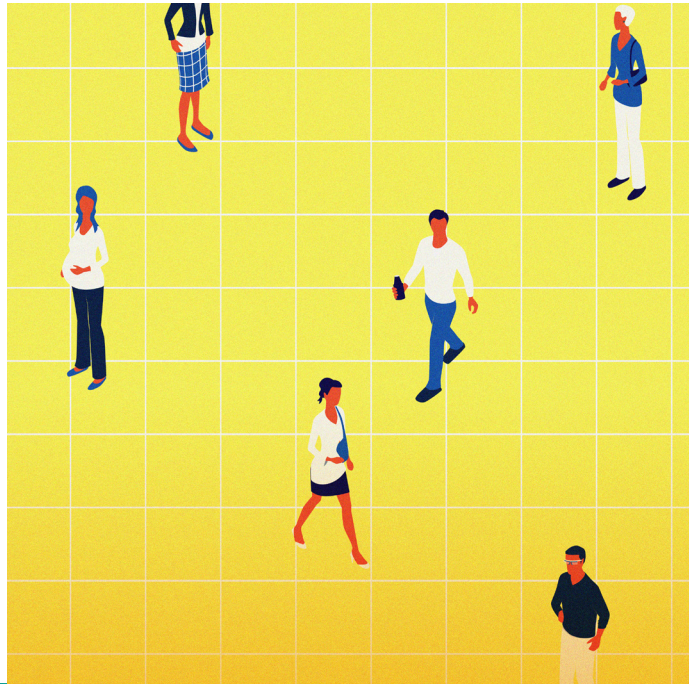
**Cost savings
and efficiency gains**



**Transparency
and trust**

Gebro Pharma, Best place to work 2021 [■]

After automating tedious processes, it is possible to focus on areas of added value for employees, such as employee experience. And this is the path that Gebro decided to take. Among the main people management strategies it has implemented are its efforts to promote Humanism, closeness with all employees, friendly leadership and joint decision making.



As a result, Laboratorios Gebro Pharma has obtained on April 28, 2021 the Best Place to Work recognition as one of the best companies to work for in Spain in 2021. The company has reached the 21st position in the top 50 of 'Best Place To Work' in the category of 50 to 500 employees.

97% of employees stress their sense of pride in belonging in the face of successes, 93% in the honesty of managers, 92% in the pride of being part of the organization and 89% in the enjoyment of day-to-day life in the organization, among other issues.

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Testimonials

Back in the day we needed an HR solution that met Gebro requirements. With Talentia we have a single reliable source of employee's data and we can also manage our annual training plans and make evaluations within our Management by Objectives.

Isabel Salas

HR Director

The implementation was a laborious but very rewarding process. The Talentia team really did make things easier for us and we quickly established a great partnership. Teamwork was key and I can assure you we even had fun in the process!

Marta Quintero

Finance Department Technician

The other interesting point about Talentia is the HR Intelligence tool. This solution is very useful because it allows us to cross-match any of our internal data and create up-to-date reports with one click.

Amanda Talán

Human Resources Technician





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