



TRANSFORMING LIFE SCIENCE SECTOR WITH DYNAMIC CRM

Industry Overview

The life sciences industry is facing unprecedented challenges: shrinking new drug pipelines vs. rising drug discovery costs, rising cost and complexity of clinical trials, patent expirations and generics vs. M&A and externalization, compliance vs. competitiveness, increasing government regulatory pressure, cost-containment strategies enacted by payers, patent expiration of blockbuster medications, poor R&D pipeline yields, shrinking R&D budget.

In the face of all these competing business and operational pressures, companies understand that the key to success lies in developing efficient business processes, optimized cost models, and an enterprise-wide culture of innovation. Finding the best and fastest path to becoming a high-performance business is essential to creating and sustaining competitive differentiation and market dominance.

With changing customer demographics, it is crucial that enterprises leverage the web and mobile technology to transforming commercial operations, customer interactions, and collaboration in order to achieve its goals. The increasing use of communication channels such as social media is also making the environment much more complex for sales and marketing departments to navigate. Expansion into new markets is taking the pharmaceutical industry's sales and marketing departments into new and unknown territories with different attitudes, customs, and regulations.

To address some of these challenges, the life sciences industry is now relying on Information Technology (IT) like never before to change its commercial model and reduce operating costs as it seeks out new and emerging markets to drive revenue growth. Navigating and managing the regulatory and compliance patchwork across the globe is now a business-critical issue that will lean on robust IT frameworks and solutions that improve compliance at lower cost.

The Challenge

In this age of competing patents and increasing price scrutiny, Life Science companies are increasingly facing pressure to build stronger relationship management capabilities in order to boost prescription share.

There is a need for a scalable, secure and agile technology solution to address some of the following challenges:

- Shorten product development time and introduce innovative products that customers will value
- Enhance internal collaboration and communication for R&D opportunity management

- Capture all the phases of Clinical Trials
- Automate & integrate manual workflows across multiple departments
- Ensures regulatory compliance and risk management
- Disparate information silos with no accurate real-time business information
- Legacy systems incapable of handling unstructured data
- Simplifying how to prioritize physicians based on influence & Rx habits
- Simplifying how to quantify physicians' perceptions about drugs
- Simplifying how to ensure optimum utilization of samples
- Simplifying how to segment chemists & hospitals based on consumption potential & growth prospect?
- Track and prioritizing complaints, including medical defects
- Extend the value of IT investment by integrating with legacy systems and existing applications.
- Secure solutions that can support multiple languages and currency
- Limited visibility into cross-selling and up-selling opportunities

Positiveedge Financial Services CRM Solutions

Customer Relationship Management (CRM) solutions in pharmaceuticals and life sciences have evolved from a workforce management application to a more customer-centric strategy. Current investments in home grown systems and incumbent CRM vendors have failed to keep up with this new realization. There is a need to relook at these investments to ensure that CRM is more aligned with actual business needs.



Positiveedge Solutions's (PES) CRM solution for pharmaceuticals and life sciences businesses provides a fresh outlook at simulating and managing growth. It brings to pharmaceuticals and life sciences companies, best practices from multiple industry verticals in one comprehensive offering, enabling:

- Help build customer loyalty by delivering consistent, high-level customer service across all channels
- Manage external client relationships with labs, consultants and manufacturers
- Powerful analytics allow marketing managers to analyze activities, product interest, sales effectiveness, and projected revenue
- Manage disbursement of samples and promotional items to physicians, clinics, and hospitals including signature capture
- Pipeline visibility and shortened sales cycles with real-time visibility into outstanding quotes and sales opportunity qualification stages
- Improve operational efficiency and simplify cross-team collaboration by sharing client and prospect information from one centralized system
- Guided sales processes enable sales representatives to generate new leads and drive additional sales through easy creation of ad hoc local events
- Employ workflows to streamline internal reviews of completed project tasks and eliminate time consuming administrative tasks
- Automate event management: product seminars, regional meetings, user groups, customer education, and technical seminars
- Leverage existing investments in Microsoft technology and education with tight integration of Microsoft Outlook, Word, Excel and SharePoint
- Identify high-value clients and take advantage of new revenue opportunities
- Enable physician and hospital account and call management and transform physician interaction with personalized content delivery

Business Benefits with PES Dynamic CRM Solution

Aside from delivering highly targeted and personalized customer experiences, PositiveEdge Solutions drive a measurable impact on sales, operations, service quality.

- Target specific patients and notify them of upcoming appointments and educational events
- Easily incorporate compliance with policies such as HIPAA/FDA/Sunshine Payment act into your processes
- Capture and track all lead details in one system to identify more qualified leads
- Take advantage of a familiar interface and native integration with Microsoft Office Outlook to get employees quickly up to speed with CRM



- Gain insights that help you maximize up selling and cross selling
- Automate and integrate business processes to simplify administrative tasks like Clinical trial phases, sample drug disbursement process, product life cycle management, R&D opportunity management, etc...
- Develop new strategies based on real-time information about client interactions
- Expand opportunities and reduce administrative burden
- Offer services that are tailored to individual needs and preferences
- Increase customer satisfaction and create long-lasting relationships
- Deliver a single platform for high-touch sales professionals and low-touch Internet channels
- Promote collaboration internally and externally.
- Integrate existing line-of-business systems with workflows
- Centralized and structured document repository for legal agreements, applications, insurance policies or any type of electronic document
- Employ auditing and field level security for regulatory compliance and information security

Dashboard and Reporting

Personalize data views, dashboards, and navigations allow enterprises to share and report information seamlessly, allowing every level of the organization to stay on top of their KPI's and targets.

- Import and export Microsoft Office Excel spreadsheets in real-time
- Use built-in traditional or customizable reports with Report Wizard
- Track and measure performance for the organization, business units, teams and individuals
- Use inline visualizations to gain knowledge on key performance indicators (KPI)

Mobile and Social Options

As communications evolve, organizations are taking their first steps towards building the next generation of customer management platforms. They are investing in technology that supports all channels, from mobile to social media. Enterprises are leveraging every avenue of customer intelligence in order to be able to engage and assist customers on a more personal level. PositiveEdge enable these capabilities by leveraging Microsoft Dynamics CRM to deliver robust customer-centric solutions.

For more information about how Positive Edge can help your business, visit www.positiveedge.net or email us at info@positiveedge.com



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