



Transforming Life Science Sector with Dynamic CRM



INDUSTRY OVRVIEW

The life sciences industry today is facing unprecedented array of challenges and complexity— shrinking new drug pipelines vs. rising drug discovery costs, clinical trials, patent expirations and generics vs. M&A and externalization, compliance vs. competitiveness, and mobile, social media vs. traditional sales, regulatory, cost-containment strategies enacted by payers, patent expiration of blockbuster medications, poor R&D pipeline yields, shrinking R&D budget, forecasting capital needs, reducing time to market, and government regulations and operating challenges are creating unprecedented complexity and opportunity. Striking the right balance for success will come from efficient business and cost models, with a healthy dose of innovation enterprise-wide. Finding the best and fastest path to high performance is essential to create and sustain competitive differentiation and market dominance.

With changing customer demographics, the Web 2.0 revolution, and the omniscient Internet and mobility are transforming commercial operations, customer interactions and collaboration. The increasing use of communication channels such as email, the Internet, and social networking is also making the environment much more complex for sales and marketing departments. Expansion into new markets is taking the pharmaceutical industry's sales and marketing departments into new and unknown territories having 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, and is seeking 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, which calls for robust IT frameworks that improve compliance at lower cost.

THE CHALLENGE

In this age of myriad patents & pricing scrutinization, 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 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
- Information silos with no real time accurate business information
- Legacy systems not capable of handling structured and 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?
- Simplifying how to optimize travel plans for sales teams
- Track and prioritizing complaints, including medical defects
- Provisioning real-time insights with key performance indicators and intelligent reports/dashboards for proactive follow-ups
- Extend the value of IT investment by integrating with legacy systems and existing applications.
- Solutions that can be multi-language, multi-currency and highly secure

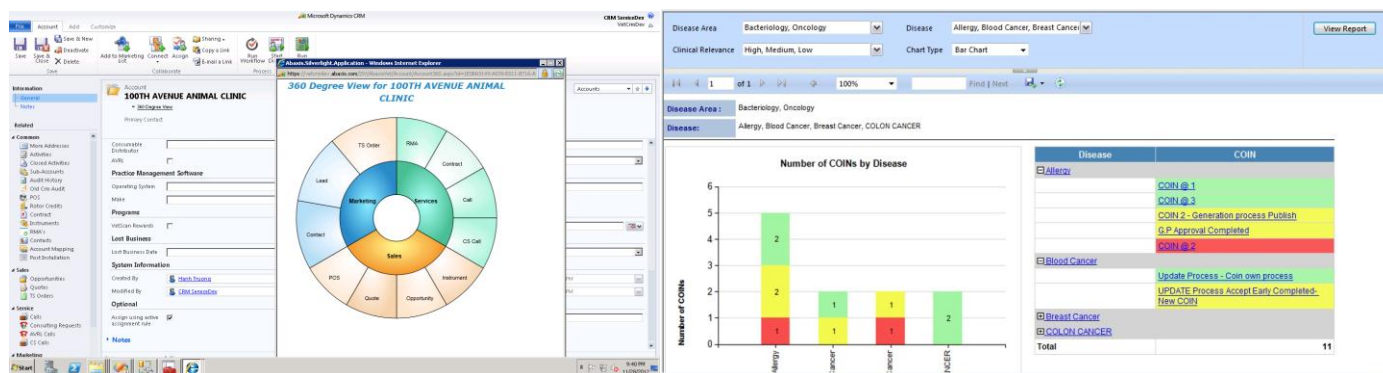
- Limited vision to cross-selling and up-selling opportunities
- Regulatory compliance and risk management

POSITIVEEDGE LIFE SCIENCE CRM SOLUTIONS

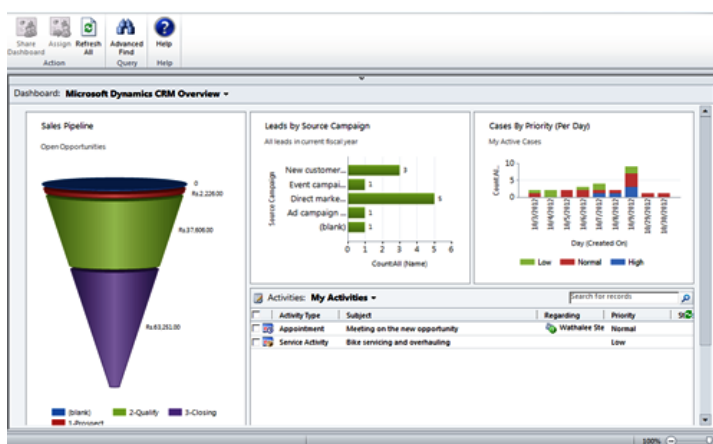
Customer Relationship Management (CRM) solutions in pharmaceuticals and life sciences have evolved from a workforce management application to a more customer-centric strategy. Current investments in home grown systems and incumbent CRM vendors have failed to keep up with this new realization. There is 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
- 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
- Manage external client relationships with labs, consultants and manufacturers
- Pipeline visibility and shortened sales cycles with real-time visibility into outstanding quotes and sales opportunity qualification stages
- Increase field sales effectiveness with offline client for persuasive sales interactions
- Improve operational efficiency and simplify cross-team collaboration by sharing client and prospect information from one centralized sys
- Guided sales processes enable sales representative 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
- Transform physician interaction with personalized content delivery
- Enable physician and hospital account and call management

Contact: ADAMS TANIA

Title: Physician | E-mail: tania@cancerhealth.com | Contact Mobile: [blank]

Customer Information

First Name: TANIA | Franchise: Both
 Last Name: ADAMS | Contact Type: Prescriber Contact
 Title: Physician | Contact E-mail: tania@cancerhealth.com
 Credentials: MD | Is E-mail Private: []
 Contact Phone: 970-493-6337 | Contact Mobile: []
 Contact Fax: 970-493-3528 | Is Mobile Private: []
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Address

Address 1: 1121 E HARMONY RD | Office Fax: 970-493-3528
 Address 2: STE 150 | Office Phone: 970-493-6337
 City: Fort Collins | Parent Account: Cancer Center of the Rockies
 State/Province: CO

Call: V80040189

Information: General, Attachment, RMA Status Tracking, Event Information, Meetings List

Related: Contacts, Activities, Closed Activities, Audit History, Old Case Audit, T3 Orders, Sales, CS Calls, Instruments, Workflows

Call Details:

- Instrument Product: V82
- Instrument RIN: [blank]
- Product: V82 | Product RIN: 1200-0000 | Account: 300TH AVENUE ANDMAN
- Specimen: B10
- Anticoagulant: [blank]
- Sample: Whole Blood
- Problem: SOFTWARE 1.64 ML RIN COMPATIBILITY
- Secondary Problem: [blank]
- San Type: [blank]
- SNV Version: B1

Credits:

- Date of Problem: [blank]
- Fax: []
- How Many: [blank]
- Call Credits: [blank]
- Teller Credits: [blank]
- Auto Complimentary Test: []

Attachments: 0

Benefits with PES Dynamic CRM Solution:

- 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

COIN Colon Cancer - Chemoprevention

Disease: COLON CANCER | COIN Name: Colon Cancer - Chemoprevention | Clinical Relevance: Low

Generation Process Stages

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graph LR
    A[Initial Establishment  
Early Draft Completed  
05-Sep-2012] --> B[Internal Review  
Review Pending & Late Draft Completed  
05-Sep-2012]
    B --> C[Approval  
Approved & Accepted  
10-Sep-2012]
    C --> D[Publication  
Published  
10-Sep-2012]
  
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Update Process Stages

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graph LR
    E[Initial Establishment] --> F[Publication]
  
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Disease Sub Type

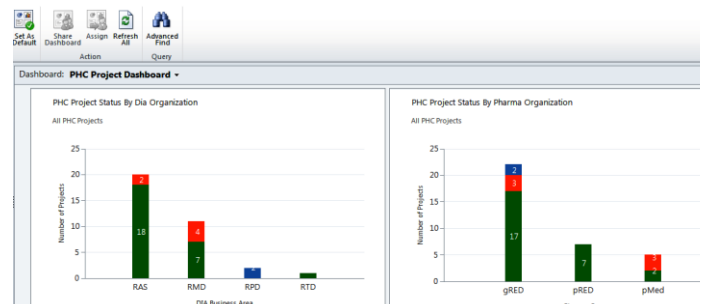
Disease	Disease Sub Type Name	Order
Active		

- 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
- 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 Media Platforms



As communications evolve, organizations are taking first steps towards building the next-generation customer management solution platform. They are investing in technology that supports all multi, mobile and social media channels. The need to gain customer insight is critical, enabling organizations to communicate and assist on a more personal level. What better way to accomplish this need than through PositiveEdge Solutions coupled with the power of social media and Microsoft Dynamics CRM combined.

PositiveEdge Solutions

PositiveEdge helps companies design, develop, and deploy software solutions for critical customer facing business challenges. They specialize in finding unstructured data within core systems. With their uncommon commitment to project success along with their comprehensive knowledge of Microsoft technologies, backed by broad industry experience and methodologies, PositiveEdge consultants extend platforms such as Microsoft Dynamics CRM to create commercial advantage for their customers.

By leveraging a unique onshore/offshore delivery model, PositiveEdge solution consultants can work around the clock to deliver solutions quickly and cost effectively. Microsoft Dynamics provides the robust platform that has formed the foundation of more than 100 successful projects deployed globally in multiple industries, across dozens of enterprises, with 100% delivery success.

How PES Delivers Business Value

PES has a large and diverse blend of industry professionals who understand rapidly shifting industry dynamics; and can identify avenues where blending technology with life sciences business processes truly pays off. Using our industry-leading strengths & technology, PES provisions for custom tailored solutions as per clients business needs to address their challenges in three ways: Business Transformation, Accelerating Innovation and Efficient Operations.

Deep Domain Knowledge

Positive Edge consultants have the training and experience to find and exploit unstructured data in core systems. They have extended the Microsoft Application Platform into places that few would have imagined – saving customers from risky custom-development projects or the need to rip-and-replace existing systems. From the front office to the shop floor, from contracts and legal to HR and QA, from service and support to mobile enablement, cloud computing, and social media integration – they’ve seen it all. Their projects extend across the pharmaceuticals and life sciences, biosciences, healthcare, banking, apparel, retail, manufacturing, high tech, telecom, property management industries, as well as government agencies.

Technology Leadership

PositiveEdge consultants have a passion for integrating technology with people and processes to create commercial value for customers – never deploying technology for technology’s sake but rather using technology to tap into the organizational potential that exists waiting to be unleashed. They believe that all organizations can benefit from a fresh look at their existing systems to explore how to improve their return on their technology investment and enabling organizations to achieve remarkable business results.

Scale Economically

PES onshore/offshore delivery model is unique to software deployment services. While it is a proven model for custom development projects, they find that it offers unique advantages for their customers. With offices in the U.S., India, and Dubai, PositiveEdge can offer service on most continents by leveraging the onshore/offshore delivery model. This is particularly valuable for companies that have regional offices that need individual attention. Having worked with companies ranging from large multinationals to Silicon Valley-based startups, Positive Edge caters to the unique environments presented by customers of all shapes and sizes.

With the onshore/offshore model, PositiveEdge delivers:

- Follow-the-sun services to speed delivery
- The value advantage of having fewer consultants who must be accommodated on site
- Consistent and reliable services almost anywhere around the globe with only 25% of the required resources placed on site

PositiveEdge can deliver this consistent and reliable experience for every customer engagement based on their unique perspective gained through more than a hundred successful customer implementations around the world, combined with their close relationship with Microsoft and a common set of tools and training that enable them to function as an integrated global team.

About PositiveEdge Solutions

PositiveEdge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our uncommon commitment to project success, along with our comprehensive knowledge of Microsoft technologies and backed by broad industry experience and methodologies, we extend core business platforms to create commercial advantage for our customers.

By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.

Next Step:

Contact us to discuss how we can help with your business needs.

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