

# RELTIO

SOLUTION BRIEF

## Reltio Connected Data Platform for Life Sciences

Personalized engagement.  
Sales effectiveness.  
Simplified compliance.



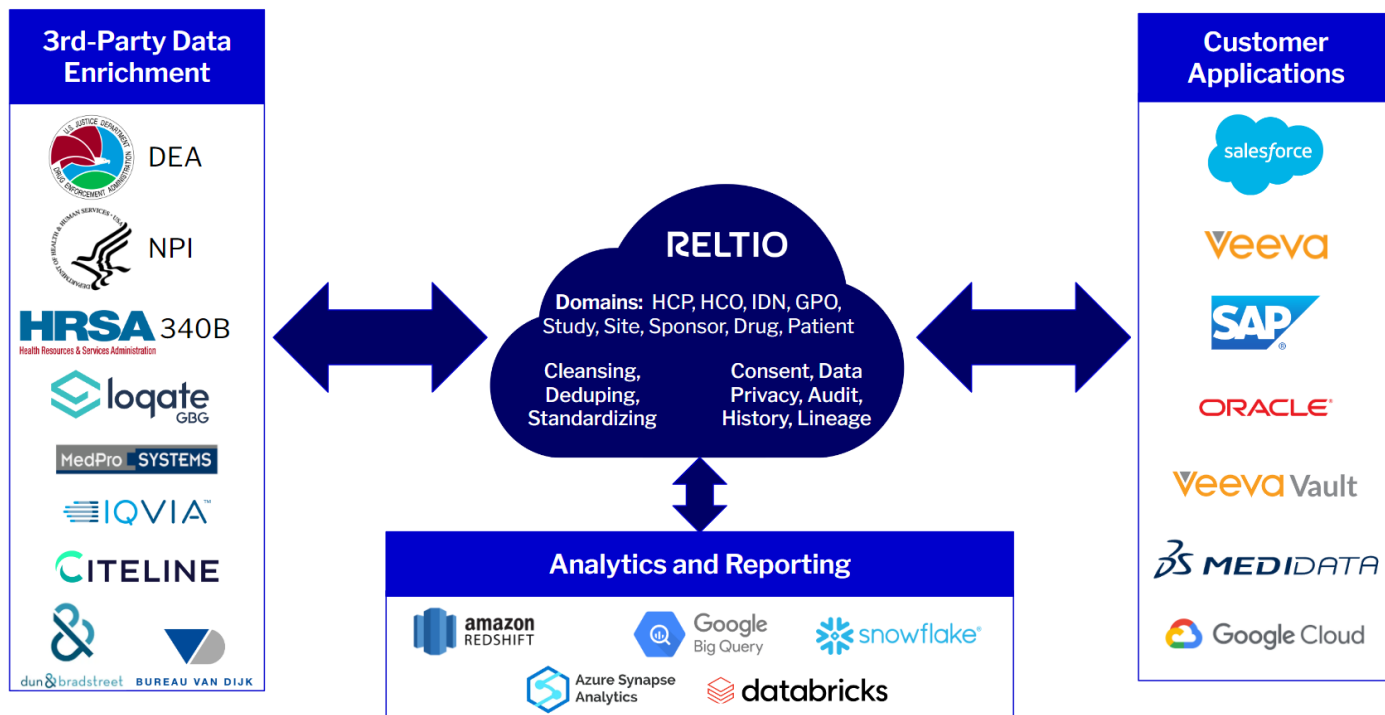
## Unprecedented changes in the life sciences industry

Pharmaceutical and biotech companies are facing increasing regulatory, legal, and market pressures. Business teams have to rapidly adapt to new commercial, R&D, and compliance models. And become more customer- and patient-centric.

The COVID-19 pandemic raised the importance of data and digital capabilities for life sciences companies. The ability to use and report timely, accurate data became more urgent and essential. And life sciences companies have become more data-driven as a result, driving innovation and resilience. To do this, you need consolidated, accurate, and real-time information so you can leverage newer technologies—mobile apps, AI, ML, and advanced analytics.

[Reltio Connected Data Platform](#), our AI-powered, cloud-native SaaS master data management (MDM) platform, unifies, standardizes, and enriches multisource data into a trusted source of information for your operational and analytical systems. Part of our core platform, [Reltio for Life Sciences](#) velocity pack delivers an industry-specific data model, configurations, and integrations to third-party data sources to speed time to value. First in the industry, we offer a pretrained, industry- and domain-specific ML model for match/merge as part of the velocity pack. In short, we provide clean, timely, and unified data so you can streamline clinical trials and bring life-saving treatments to market faster as you increase sales effectiveness and simplify compliance.

Life sciences reference architecture



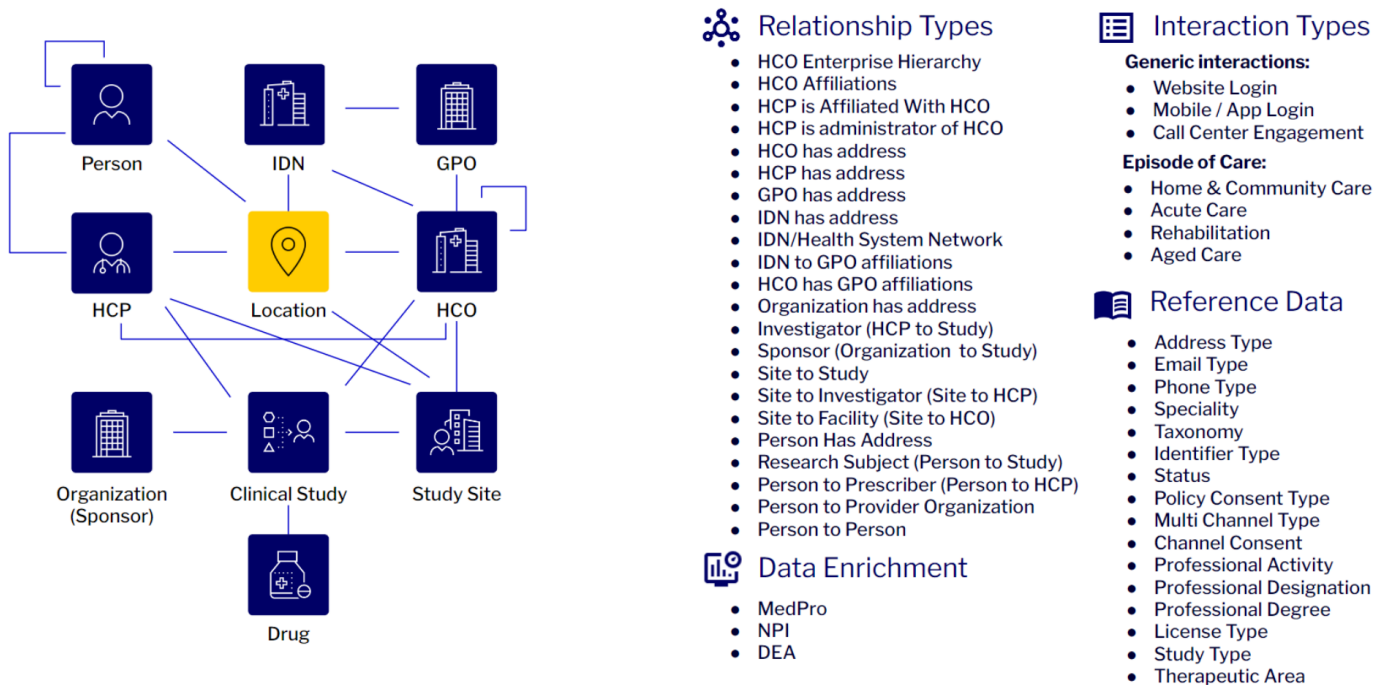
## HCP/HCO data management

Keeping healthcare professional (HCP) and healthcare organization (HCO) information accurate and up-to-date is a must. We provide an advanced set of data management capabilities to blend data from multiple sources including internal applications, third-party data feeds, transactions, interactions, and social media to create complete profiles. With reliable data available in real time you can improve sales effectiveness, personalized multichannel customer engagement, [clinical trial management](#), and compliance.

## Affiliation management

Markets have evolved to become more restrictive, and corporate-owned facilities have increased in size and influence. We help you manage complex professional and organizational relationships across HCOs and HCPs and to visualize hierarchies within HCOs to support commercial initiatives. And improve targeting by understanding affiliations with integrated delivery networks (IDNs) and group purchasing organizations (GPOs). Using comprehensive real-time data, relationships, and easier insights, you improve account-based selling and increase sales efficiency.

### Reltio for Life Sciences data model

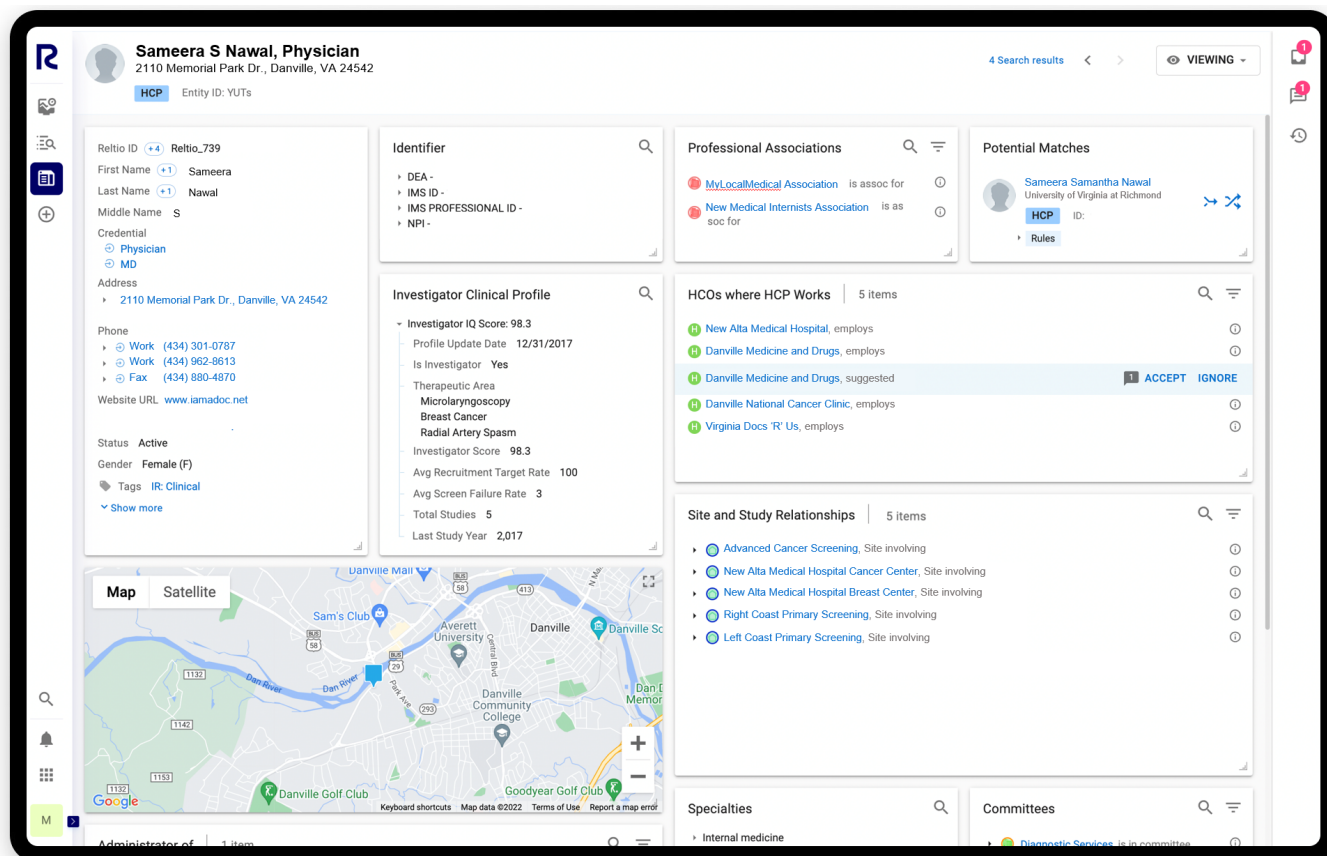


## Accelerate clinical trials

Having unified, timely data streamlines R&D operations. For management of clinical trials, you can see how sponsors, investigators, clinical sites, clinical studies, facilities, drugs, and therapeutic areas are connected—often in many-to-many relationships. So you can identify content preferences, influence in a disease area, prescribed products, and clinical trial participation. You can improve relationships with targeted investigators for greater clinical research loyalty over multiple studies while accelerating both site selection and study enrollment.

Instead of gathering data from multiple systems to prepare clinical study submissions, you can focus on adapting new technologies, aligning with market demands, and running fully enrolled clinical trials. Real-time, insight-ready data activates your analytical systems, so you can make better decisions in segmentation and program management, quickly identify issues, and predict study site performance. Increasing the speed and success of your clinical trials.

### Comprehensive HCP/investigator profile



### Focus on patient centricity

Accurate, timely patient data helps you provide a consistent, personalized patient experience across all channels and a reliable view of the end-to-end patient journey. And our 360 patient views enable your teams to engage patients with relevant, effective, and compliant communications and support services—including education, therapy adherence guidance, financial support, and more. Not only does this result in better patient outcomes, but also increased patient trust and loyalty.

With comprehensive patient views, a better understanding of patient needs enables you to develop engagement strategies earlier in the product life cycle. And helps you to improve patient recruitment and retention in clinical trials, accelerate onboarding, and increase transparency with more direct communications with patients. So you can streamline your clinical studies while improving results—and patient outcomes.

## Product data management

Teams across many functions (brand, marketing, sales, compliance) need consistent, accurate product and customer information to successfully execute product launches, perform competitive, market-basket and pricing analysis, and manage compliance reporting.

We aggregate, standardize, and unify data from thousands of third-party sources to accurately match, merge, and cross-reference product records. So you can create reliable profiles with groupings of products in different package forms, strengths, and delivery methods with a limitless number of attributes.

You can define flexible product hierarchies by markets, brands, segments, and geographies that can be categorized, organized, and analyzed from multiple perspectives.

Reltio Connected Data Platform also offers flexible capabilities to reveal the relationships with other entities such as HCP, accounts, and plans with multilevel data standardization including IDMP standards. And by mapping products with HCP, specialty, and accounts you can simplify compliance.

## Key account management (KAM)

Successful KAM requires a convergence of information from all relevant systems and applications. Our data-driven applications automatically collate data for a complete view of key accounts to develop relationships with key executives and influencers. We provide access to a unified account view encompassing plan and payer information, formulary details, and even HCP-to-pharma employee relationships.

## Key opinion leader (KOL) management

Targeting the right KOLs during a new drug launch can impact its success. We enable life sciences companies to bring together all of the information needed to identify and evaluate KOLs and investigators based on numerous criteria including PubMed articles, speaking engagements, trial participation, and other content curated from private and public sources.

## Capabilities

- Unified, clean single source of truth from multisource data with pretrained, ML-based match/merge and automated unmerge
- AI-powered, cloud-native SaaS MDM
- HIPAA-compliant and HITRUST-certified
- Out-of-the-box industry data model, configurations, and prebuilt integrations with NPI, DEA, 340B, and MedPro as add-ons
- Visualization of relationships among HCOs, payers, and products using graph technology
- Rapid no-code/low-code integration development
- Continuous, automated data quality management with ML-powered anomaly detection
- Robust data management with universal ID, history, lineage, and audit trails for compliance
- Real-time consent management to support data privacy regulations

## Plan and payer management

Companies need to understand the complex and dynamic relationships between IDNs, GPOs, HCOs, payers, and health plans to drive the right actions and best position products on various formularies. Reltio Connected Data Platform delivers a complete view for managed healthcare teams to optimize activities and achieve better outcomes including identification and management of pharmacy benefit manager details and associated contracts.

## Simplifying compliance

Our platform—HITRUST-certified, HIPAA-compliant, and with real-time consent management—supports compliance with data privacy regulations. We also simplify compliance with the Sunshine Act, IDMP regulations, and more with a 360-view of physicians, universal ID, enterprise-wide core data standardization, audit trails, and lineage. With our platform, authorized users from across the enterprise can see the status of requests, compare changes made at any point in time, and view the complete authorization, workflow, and approval chain associated with requests.



We're accelerating innovation to deliver life-changing medicines and personalized experiences—replacing 67 legacy MDM systems with 3 interlinked regional hubs in Europe, APAC, and the US.

—JOANNA WALKER, Global MDM Architect, AstraZeneca



## Reltio for Life Sciences accelerates time to value

[Reltio for Life Sciences velocity pack](#) offers an industry-specific canonical data model with the entity types, attributes, relationship types, and reference data your business needs to unify and gain a 360 view of your critical data. Our out-of-the-box data model for commercial operations includes HCP, HCO, patient, IDN, GPO, and location. For clinical operations it includes drug, sponsor, provider organization, investigator, clinical study, study site, patient, and HCO (facility). You can easily extend the data model to support your specific requirements.

Our velocity pack also includes prebuilt configurations—driven by best practices—for cleansing, matching, survivorship, and the UI. We also offer a pretrained, industry-specific ML model for match/merge, which further accelerates implementation time and enables accurate entity resolution with minimized effort.

## What our life sciences customers have achieved

**£3.6M**

Annual cost  
reduction

**25%**

Revenue  
increase

**10x**

Sales productivity  
boost

**20%**

Lower cost  
of sales

Over the last 12+ years, we have supported nearly 75 life sciences leaders—across R&D, manufacturing, sales and marketing, payers, and partners—with the first cloud-native MDM SaaS platform. Let us help reduce your effort to gather the mission-critical data you need, resolve core data accuracy issues, and fuel analytical systems with accurate, insight-ready data. So you can focus on getting life-changing therapies to the patients who need them. And save time, speed innovation, and lower costs.

We provide data enrichment with prebuilt integration to data tenant services for NPI, DEA, and 340B—available as add-ons—as well as prebuilt batch integration to MedPro. And our API-led connectivity and no-code/low-code integration environment allow fast integration development with third-party data sets.

Our prescriptive implementation methodology and predefined implementation assets further reduce your time to implement—delivering trusted data in ~90 days. In short, our velocity pack helps you get up and running faster and easier, speeding up time to value and reducing TCO.

### ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's cloud-native master data management (MDM) SaaS platform unifies—in real time—core data from multiple sources into a single source of trusted information. Leading enterprise brands—from more than 140 countries spanning multiple industries—rely on our award-winning solution to turn data into their most valuable asset.

To learn more about Reltio for Life Sciences, visit [www.reltio.com/solutions/industries/life-science](http://www.reltio.com/solutions/industries/life-science)

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