Reltio Connected Customer 360 for Life Sciences

Personalized Engagement. Sales Effectiveness. Simplified Compliance.
Pharmaceutical and biotech companies are facing unprecedented regulatory, legal, and market pressures. Business teams have to rapidly adapt to new commercial and compliance models.

Life sciences companies rely on Reltio Connected Customer 360 to provide their commercial, brand, and compliance teams with a complete view across all data sources to help improve market access, increase revenue Data and reduce risk.

HCP/HCO DATA MANAGEMENT
Keeping healthcare professional (HCP) and healthcare organization (HCO) information accurate and up-to-date is a must. Reltio provides 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. Reliable data is crucial for improved sales effectiveness, personalized multichannel customer engagement, and compliance imperatives such as open payments or EFPIA reporting.

AFFILIATION MANAGEMENT
Markets have evolved to become more restrictive, and corporate-owned facilities have increased in size and influence. Understanding and managing complex professional and organizational relationships is crucial. Reltio provides an out-of-the-box data-driven application to manage all relationships across HCOs and HCPs and visualize hierarchies within HCOs to support commercial initiatives, with the ability to correlate tactics and plan of actions.
## FEATURES

### COMPLETE CUSTOMER UNDERSTANDING

**Profiles.** Cleanse, match, merge/unmerge data of any type and domain, including HCP, HCO, employees, patients, and products.

**Hierarchies and Relationships.** Discover and manage hierarchy structures for HCO, payers, and product. Visually represent multiple affiliations and influencer relationships.

**Data as a Service (DaaS).** Select the sources you want from pre-aligned third-party and public data sets.

**Real-time Analytics.** Get personalized insights into payers, channels, formulary, and competitive products across regions with visualization in the context of each business user’s goal.

### COLLABORATIVE CURATION

- **Consumer-like UI.** Use social-style interactions with attribute-level annotations and discussion threads.
- **Ratings.** Rate and rank HCP, KOL profiles, hierarchies, and relationships based on the quality of the data or level of engagement.
- **Workflow Management.** Use structured workflows to create tasks for data stewards or IT requests for application enhancement.

### SIMPLIFIED COMPLIANCE

- **Manage Identifiers.** Track a variety of contributing data sources for ongoing updates and downstream data distribution.
- **History & Lineage.** Compare bi-temporal time views of historical data and changes down to attribute-level granularity.
- **Audit Trail.** See the reasons for any data changes no matter how small.
PRODUCT DATA MANAGEMENT

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

Reltio aggregates, standardizes, and unifies data from thousands of third-party sources including IMS Health, First Data Bank, and NDC11 to accurately match, merge, cross-reference product records to create reliable profiles with groupings of products in various different package forms, strengths, delivery methods, and 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 Cloud 360 provides a flexible and agile platform to develop data-driven product and customer profiles that not only manages product data but also the relationships with other entities such as HCP, accounts, and policies with multinomial data standardization, including IDMP, and entity resolution. Compliance is simplified by the ability to map products with HCP, Specialty, and Accounts.

KEY OPINION LEADER (KOM) MANAGEMENT

Selecting the right investigator has a significant impact on the success or failure of a clinical trial. Similarly, targeting right KOLs during a new drug launch can impact its success. Reltio allows 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.
PLAN AND PAYER MANAGEMENT
Companies need to understand the complex and dynamic relationships between IDNs, HCOs, payers, and health plans to drive the right actions and best position products on various formularies. Reltio Connected Customer 360 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.

KEY ACCOUNT MANAGEMENT (KAM)
Successful KAM requires a convergence of information from all systems and applications. Reltio data-driven applications automatically collate data for a complete view of key accounts to develop relationships with key executives and influencers. Reltio allows access to a unified account view encompassing plan and payer information, formulary details, and even HCP-to-Pharma employee relationships.

Reltio Connected Customer 360 connects customer data residing across disparate internal and external systems, including multi-clouds and hybrid clouds. Master data profiles are created and can then be enriched with unlimited third-party data, something no legacy MDM system can accomplish.

ABOUT RELTIO
Innovative Global 2000 companies trust Reltio to manage their mission-critical data to win in the experience economy. Reltio Connected Customer 360 is at the heart of customer experience to drive hyper-personalization, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. It’s an award-winning cloud-native platform that enables business agility, real-time operations at enterprise scale, and insight-ready data for big ideas.