

**RELTIO®**

SOLUTION BRIEF

## Reltio for Life Sciences

Unlocking the power of patient data  
for better outcomes.



## Patient-centered care requires unified, high quality data

Life sciences organizations are increasing their focus on patient-centricity, taking a more holistic approach based on human experience and the growing volume of consumer and sensor data. Just over the past year or so—and in part due to the global pandemic—patient behaviors have changed. Patients have adapted to at-home testing, medical device monitoring, remote participation in clinical studies, and direct purchases of medical devices and medications. To be successful, life sciences organizations require high-quality, 360-degree patient data.

More than ever, pharma and medtech companies are counting on accurate, unified patient data to increase patient engagement, streamline clinical trials, and better understand patient needs so they can meet those needs now and in the future. And excellent customer experiences are now considered table stakes. But fragmented, disconnected systems lead to outdated and inaccurate patient data—making this challenging.

It doesn't have to be this way. With our data unification and management capabilities your business users can rapidly access trusted patient 360 data sets powered by pretrained ML models. Part of our [Reltio Connected Data Platform](#), our Reltio for Life Sciences velocity pack delivers an industry-specific data model including the patient data domain, configurations, and integrations so you can speed your time to value.

Whether you are involved in clinical trials and R&D, patient services, marketing, or compliance, accurate patient data—available when you need it—makes patients happier and your job easier, enabling you to focus on improving patient outcomes.

## Streamline clinical trials and boost innovation

With patient 360 profiles integrated and enriched with data about investigators, clinical studies, sites, and drugs, you can find the right patients—those that meet your eligibility criteria—for your clinical trials. Comprehensive, secure, HIPAA-compliant patient data at your fingertips, such as demographics, medical history and status, location, and more, helps you meet your recruiting goals faster and more efficiently.

Throughout the clinical trial and beyond, using patient data to understand their journeys and life cycles helps you drive patient-centric, omnichannel clinical trial experiences. It also simplifies patient monitoring during the studies and can help detect adverse events to maintain the optimum patient safety—enabling on-time, on-budget, effective trials.

The patient insights gained enable R&D teams to understand how treatments, devices, and drugs are being used—and why patients might switch to a competing therapy. Armed with this information, teams can discover and develop new, innovative products to further improve patient outcomes.

## Track the full patient journey for positive experiences and outcomes

Your engagement with patients goes beyond the clinical trials. Working with the accurate and privacy-compliant patient data from the first engagement onward—and updating their profile along the journey with your organization—allows you to engage with them at the right time, in the appropriate channel, and when it's relevant.

With comprehensive, accurate patient 360 profiles, your patient services and medical affairs teams can better understand patients' journeys and needs. So the teams can more easily target patients for education, track their adherence, and enable care access programs and financial assistance. Proactively reaching out to patients—in accordance with their consent—to offer the right help at the right time increases their trust and loyalty. And it can significantly improve patient health outcomes. Also, having the right data increases the productivity of your business and data teams and reduces administrative overhead—while enabling them to help more patients faster and more effectively.

## Increase marketing effectiveness with patient 360 data

With the growth of direct-to-consumer channels, marketing teams have realized the growing importance of comprehensive, timely patient data. With patient data including factors such as disease type, treatment history, and more, marketers can better segment the market. Then, relevant, personalized information enables marketing to identify and target patients who are likely to benefit from their products or therapies. And craft messages and content to resonate with those patients, including personalized offers. A thorough understanding of patient needs helps your marketing teams make informed decisions, target the right patients, and drive successful and efficient campaigns.

## Simplify compliance and increase patient trust

Reltio Connected Data Platform is HIPAA-compliant and HITRUST-certified, so you know the privacy, security, and integrity of your protected health information (PHI) is assured. We also protect personally identifiable information (PII) and sensitive PII to enable compliance with GDPR, CCPA, and other data privacy regulations.

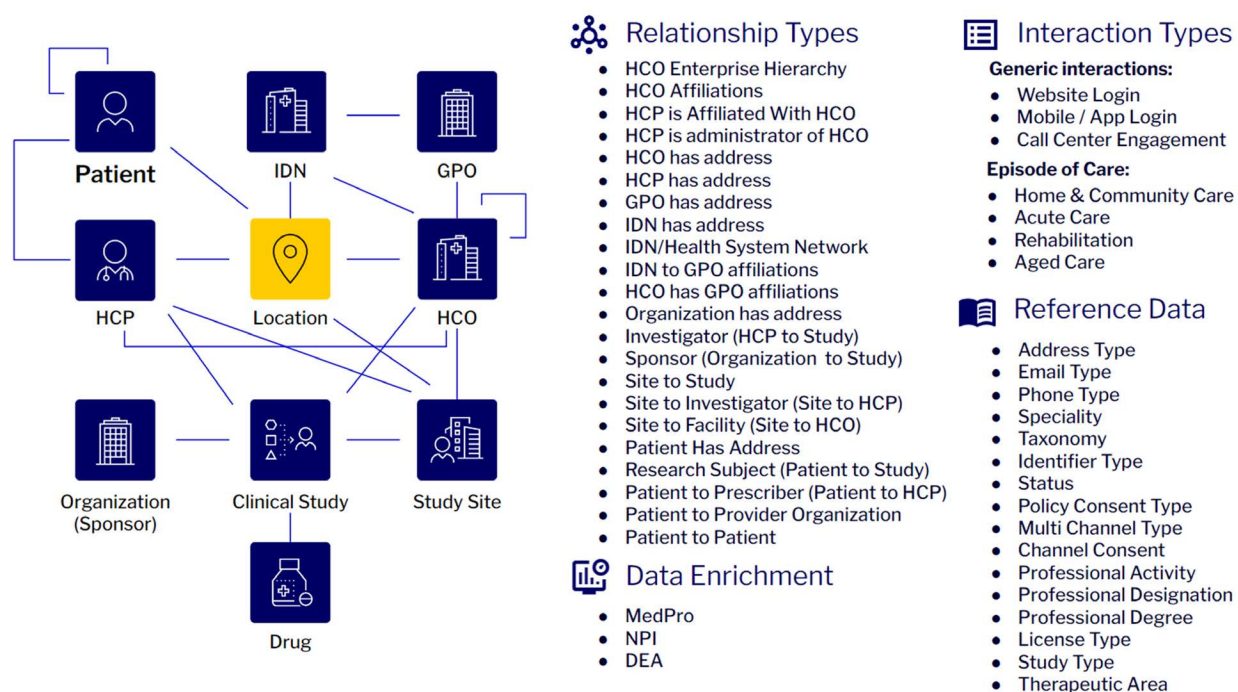
We make it easier for organizations to remain compliant with data protection and privacy regulations as a part of day-to-day operations by creating a single source of patient information that blends profiles, interactions, and transactions with auditable data governance. Our platform's built-in consent management enables you to communicate with patients in accordance with their consent and preferences—and react quickly to any changes they request.

## 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 includes patients as a data entity, as well as HCPs, sponsors, provider organizations, investigators, clinical studies, study sites, products, and HCOs (facilities). 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 user interface (UI). And we offer an industry-first, pretrained, life-sciences-specific ML model for match/merge, which further accelerates implementation time and enables accurate entity resolution with minimized effort. So you can jumpstart your implementation and be sure you have the most accurate and complete data possible. For broader use cases, we provide data enrichment with prebuilt integration to MedPro, NPI, DEA, and 340B. And our API-led connectivity and no-code/low-code integration environment allow fast integration development with third-party data sets.

Incorporating our experience with life sciences leaders, our prescriptive implementation methodology and predefined implementation assets further reduce your time to implement—typically with key functionality and important milestones delivering business value within 90 days. In short, our Reltio for Life Sciences velocity pack helps you get up and running faster and easier, lowering your time to value and total cost of ownership (TCO).



### ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's AI-powered data unification and management capabilities—encompassing entity resolution, multidomain master data management (MDM), data products—transform siloed data from disparate sources into unified, trusted, and interoperable data. The Reltio Connected Data Platform unifies and delivers interoperable data where and when it's needed, empowering data and analytics leaders with unparalleled business responsiveness. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification and cloud-native MDM capabilities to improve efficiency, manage risk, and drive growth.

To learn more, visit [www.reltio.com](http://www.reltio.com)

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