

## iCare for Pharma

powered by Microsoft Dynamics CRM



### Why?

The pharmaceutical market faces major challenges in this turbulent period. With the increased competition and globalization, pharmaceutical companies have to address more aggressive commercial strategies, find ways to lower operational costs, increase the sales force effectiveness, adapt to demands for renewed customer engagement via customer-centric business models, switch away from traditional methods of detailing that are no longer as effective as they once used to be.

Increasingly restricted access to doctors, more "hard to see" and "no see" doctors than ever before, call duration measured in minutes – these are the additional challenges the pharma organizations have to deal with.

Influence, plan, organize, streamline, innovate - all of them more powerful, much better. This is where iCare for Pharma comes in.

### What is it?

iCare for Pharma is a Customer Relationship Management software application, built on the Microsoft Dynamics CRM platform, designed exclusively for the Pharmaceutical industry.

iCare for Pharma offers a complete, flexible and scalable solution for the pharma sales and marketing force, that helps them identify, design and manage exclusive and effective relationships with the right individual stakeholders in the industry (doctors, pharmacists, Key Opinion Leaders, Top Opinion Leaders) and provides information and feedback for tailoring sales and marketing strategies to meet the specific demands of these stakeholders. It offers management the broad picture of sales and marketing activities and the possibility to get fast and accurate reports and analysis on all the critical aspects of the business.

iCare for Pharma combines the advantages of the award-winning Microsoft Dynamics CRM platform with the pharma industry expertise accumulated by the Matricia Solutions team in implementing CRM solutions over the last 8 years, for more than 1500 Medical Reps throughout Eastern Europe.

The principles applied when developing the product were simplicity, ease of use, fast implementation and industry tailored functionality, using the best available technology and vision about future.

In this respect, here are some of the benchmarking numbers used as a foundation for iCare for Pharma:

- A Medical Rep should be able to learn and use the system properly after 1 day of training
- Reporting of a call should take 1 minute – to avoid creating an additional burden on the Medical Reps' already busy agenda
- A pharma organization should be able to adopt the new CRM strategy in less than 2 months
- 85% to 90% of the industry functionality and best practices are embedded in the product or achievable through prebuilt configurations
- The Microsoft Dynamics CRM platform comes with unique benefits in terms of native integration with Outlook and the Office suite as well as mobility - a user can do the entire work using the familiar Outlook interface and get it deployed and synchronized with their smart phone.

Besides the core needs of the Pharma business we understood the need for tactical changes in the way this business is conducted.

This is why the unique proposition of iCare for Pharma comes from its visionary functionalities: **e-Detailing and Business Intelligence.**

- e-Detailing is a proven phenomenon driven by the Internet explosion that empowers the pharma companies with a tool to enhance the doctors' experience with the company and its products. By using e-Detailing, the Medical Reps can make the most out of the ever shorter time they get to spend with the doctors, by addressing segmented messages to the right target at the right time. At the same time, marketing can make sure the right brand messaging is conveyed.

e-Detailing has the potential to transform the traditional pharma business model, where a sales call, delivered via any channel, can become a more productive, less expensive marketing action, requiring lower commitment of resources

around marketing plans. This will allow marketers to reach broader audiences and achieve more rapid returns on their efforts.

- The **pre built business intelligence functionality** allows for the consolidation, search, visualization, and analysis of all data in the system, enabling the ability to track opportunities that can significantly improve the effectiveness of strategic decision-making. With analysis tools like "what if" scenarios or scoring marginal analysis, the business intelligence functionalities in iCare for Pharma exceed the reporting and analysis features of traditional CRM applications.

## iCare for Pharma – Product Overview

iCare for Pharma includes the following modules:



### Administration Module

The Administration module allows a flexible out-of-the-box definition of the sale cycle components, as follows:

- **User definition** – identifying the members of the Sales & Marketing departments with their roles and hierarchies. User profiles and access rights will be set according to the user's responsibilities.
- **Territory management definition** – defining the territory units, as per the company's strategy (territory, region, area, bricks, Geographical Sales Units, etc.)
- **Products definition** at a general level (for a simplified call registration) and at SKU level (for a proper follow up of donations, sampling, or ensuring appropriate links between promotional activities and actual sales from ERPs or market data providers).
- **Plans of Action definition** - promotion periods (cycle targets), active promotional products, targeted medical specialties, action plans including call and event frequency for each team, promoted products ranking and promotional messages.

### Sales Module

The module offers full-scope functionality for the entire sales process:

- **Medical Organizations, Doctors and Pharmacists** – allows the definition, editing and inactivation of organization and people in the area of interest. Several types of organizations (accounts) and persons (contacts) can be defined. The system allows users to input relevant information for each type of organization and person.
- **Targeting** – the classification of targeted physicians. Based on the way they promote the organization's products they are categorized on several levels (A, B, C, K, T), for which the system provides a target approval flow, the possibility to freeze the targeting during the target cycle and specific call schedules. Automatic targeting mechanisms based on the physician's profile are also available - the system proposing target class that has to be approved by the user. The targeting history is maintained per periods and teams. Optional organizations targeting is available too.
- **Medical Sciences Liaisons** – allows the possibility to define levels of influence (local, regional, national and international) and sphere of influence modelling. The system provides the option of a graphical display of the influence levels.

Intensive promotion programs can be created for the most influencing physicians who can launch a favourable opinion stream on the market.

- **Activity Planning** – the system offers the tools for a simple and time-effective activity planning process: calendars, predefined physicians & organizations lists with various categories, fast identification of targeted persons that have to be called on or invited to events, alerts for calls planned by other users, the possibility to register new calls following the registration of a completed call.
- **Activity Reporting** – the most effective way of registering calls, events, clinical studies (field activity). Our user friendly system allows the registration of a complete set of information, support for the following analysis and planning of the next activities to be done with minimal effort.
- **Surveys** – a tool for user-defined questionnaires (questions and types of answers) and their launching from several contexts (call, event, clinical study, etc.).
- **Expenses Management** – expenses registration and approval (when necessary) by the line managers and their export (if required) to the accounting systems.
- **Mileage Reporting** – the registration of the Medical Rep's daily track, including mileage and fuel receipts. This functionality is integrated with the Expenses sub module and allows approval and reporting flows.
- **Orders Management** – where needed, the system allows the possibility of order taking and export to the ERP systems.
- **Operational Reports & Analytics** – allows generation and use of built in operational reports (chart, drill-down analysis) on different important topics such as: call activity follow-up reports, coverage and frequency, planned versus target, events and activity reports, and many others.

selection for the company's future events or the abilities to be developed for a certain speaker.

- **Product & Price Lists Management** – allows the input of product marketing information (brochures, key notes, prices etc).
- **Samples, Donations & Marketing Materials Administration** - facilitates the tracking of samples, donated products and marketing materials distribution and consumption (which doctors/organizations have been delivered to, what samples per each user, which products have been donated to which organizations etc.).
- **Market Intelligence** – allows the input of information regarding competition gathered during the calls.
- **Operational Reports & Analytics** – supports the creation of operational reports on different levels (charts, drill-down analysis, products and specialties).

## Business Intelligence

Business Intelligence – powered by QlikView, a revolutionary BI solutions provider, one of the market leaders. The BI functionality is embedded in the system and, with just a few clicks, lets users consolidate, search, visualize, and analyze all the data sources for deep business insight. In addition to seeing charts, graphs and numbers, the users may perform associative analysis that allows them to see and explore relationships that go beyond the linear and obvious. It lets them ask any question, test any hypothesis, explore any angle, and share the findings.



## Marketing Module

- **Key Opinion Leaders (KOL) & Top Opinion Leaders (TOL) Management** – allows the definition of KOLs and TOLs and the registration of their specific information (address, preferences, trainings, programs, conferences they participated to, studies, events and specific actions).
- **Activities and Events Management** - consists of the registration of KOL and TOL calls, their results, feedback received from the physicians, their needs regarding the products, the factors that lead to a more efficient promotional activity on their side. The Events section provides the tools for large events management (congresses, workshops) - participants, logistics, speakers information, follow-up activities, feedback collection.
- **Speakers Management** – allows the input of information regarding the programs the selected speaker (KOL/TOL) participated in and her/his performance in order to enable the best decisions in speakers selection or speakers performance improvement, the input of the development programs for KOL, of notes and rankings referring to their performance. This way, marketing has the possibility of taking the best decisions regarding the speakers

## e-Detailing

e-Detailing is the most innovative approach for calls. It is a portal built on Microsoft SharePoint platform that enables personalized and targeted communication to doctors, access of trusted information at their convenience and real time feedback from their side. The feedback and information collected from doctors allow the analysis and quick definition of their interests. e-Detailing provides the doctors the following benefits:

- Access to timely and updated drug information that is valuable to them
- Sample ordering with the click of a mouse
- Participation in peer-to-peer discussions on topics that interest them
- More time-efficient interaction with medical representatives
- Flexibility and control to accomplish these tasks on their own schedules.



## Who is Benefiting?

### Medical Representatives

- Record daily activities
- Search data (target pharmacies, doctors not seen)
- Create and update new organizations, people, targets
- Prepare calls
- Create and access reports & analysis
- Synchronize data
- Provide a wide range of medical information through e-Detailing

### Regional Managers

- Validating proposed targets
- Organizing Regional Managers double call with Medical Reps to doctor
- Analyzing Medical Reps performance
- Get and analyze sales data from the ERP system

### Product Managers

- KOL and TOL database information
- Events organizing and follow up
- Manage speakers
- Product analysis
- Ensure delivery of targeted message by segment
- Leverage consistent messaging across channels
- Cycle management (product promotion matrix for different specialties)

- Our revolutionary embedded Business Intelligence functionality is provided by QlikView, one of the industry leaders. iCare for Pharma users will have one-click access to dynamic, visually rich, interactive dashboards anyone can build and modify easily. They will be able to consolidate information rapidly from any data source, and easily search it. Therefore our BI functionality delivers immediate value with payback measured in days or weeks rather than months or years.

- The cutting-edge e-Detailing module enables the best tailored approach to Medical Reps' calls. It allows targeted persons to view the product information in greater depth on their own pace, on one single website, with just one password. This leads to an improved overall quality of doctors' experience – they see targeted information relevant to their specific needs and interests, which leads to the ability to learn more in less time.

At the same time, doctors will perceive Medical Reps as professional, well prepared, trusted advisors. This is a strong plus for the process of building trust, the first step in increasing the profitability of the sales activity.

iCare for Pharma is offered as Software as a Service (SaaS) so that our customers can choose to avoid the inconveniences related to infrastructure and in-house system administration.

## Business Benefits

- iCare for Pharma offers pharmaceutical companies all the benefits of a CRM specifically designed for their needs, built on the technologically advanced Microsoft Dynamics CRM platform. The Dynamics CRM platform is considered by industry analysts as one of the market leading solutions in sales force management and addresses any scale of organizations from few medical representatives up to thousands.

- 90% of the pharma business requirements and best practices are already built in, allowing organizations to optimize their processes. The system offers both the flexibility provided by a generic CRM and the embedded process know-how specific for the pharma industry. This leads to a fast delivery time and an attractive cost of ownership.

- Statistics say that the higher risk for CRM adoption is user acceptance. With that in mind, we designed a very flexible system, that allows users to work the way they work: being natively integrated with Microsoft Office, iCare for Pharma has the familiar look and feel of the tools they usually work with.

- We know that Medical Reps are always on the move. This is why iCare for Pharma provides them the possibility to work online-offline or on their mobile devices wherever they are.

## About Matricia Solutions

Matricia Solutions is a business and technology consulting firm. Our services range from broad areas like project management, business process improvement and software development, to specialized services. Matricia's expertise is in implementing, supporting and troubleshooting Enterprise Software in the ERP, CRM, ECM and Business Intelligence space.

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