

# ORACLE CRM ON DEMAND LIFE SCIENCES EDITION

## ORACLE® CRM ON DEMAND

### THE WORLD'S MOST COMPREHENSIVE CRM ON DEMAND SOLUTION

- Easy to use for high user adoption
- Deploys quickly with little IT investment
- Embedded marketing, sales and service best practices
- Powerful and easy to use real-time and historical analytics
- Works online or offline

### KEY FEATURES

#### MEDICAL EDUCATION AND MARKETING EVENTS

- Sales rep-driven local event management
- Invitee management
- Medical Education Event and Invitee import and audit trail support
- CME credit seminars
- Display of Events in the sales rep calendar

The changing nature of the Life Sciences Industry continues to challenge Life Science sales representatives to become more efficient, more knowledgeable and approach their interactions in a meaningful and defined way. CRM applications must be flexible and constantly improving to address these types of changing needs. Oracle CRM On Demand Life Sciences Edition continues to evolve to satisfy and exceed these industry needs with industry-specific enhancements.

### Plan and Achieve Strategic Goals

To gain a competitive edge, today's sales executives must move to new customer management models including key opinion leader management and key account management. Oracle CRM On Demand Life Sciences Edition enables users to create goals for accounts and action plans to ensure the achievement of goals. Sales managers can link plans and objectives with accounts, contacts, products, opportunities, and activities to accommodate a wide range of planning processes. Sales representatives can record products detailed, promotional items and samples dropped, attendees, and sales solutions utilized. As a result, Sales Executives, Managers, and Representatives all have full cycle visibility to planned goals and associated execution.

### Securely Manage Complex Customer

Deep customer knowledge and relationship transparency are key tools for Life Science sales representatives. Oracle continues to provide a 360-degree view of the customer, enabling deeper understanding of complex hospital, physician, key account, and key opinion leader relationships. Oracle CRM On Demand Life Sciences Edition embeds a best-practice process for tracking key customer data, including market share, year-to-date revenue, affiliations, related notes, documents, product sales, and more. Secure visibility is granted by role- and user-based access control mechanisms to help pharmaceutical companies comply with healthcare regulations.

### Improve the Impact of Customer Events and Education

Event Management continues to be a critical activity for Life Science sales representatives. Oracle CRM On Demand Life Sciences Edition continues to offer capabilities to manage integrated medical education events, including the targeting of prospects and attendance management. New navigational flows have enhanced the

## KEY FEATURES

### CALL PLANNING AND REPORTING

- Auto Call and Mass Planned Call features
- Smart Call template support
- Pre-built subject area for historical reporting
- Ability to capture structured product messaging information as call objectives, next call objectives, and outcomes

### SAMPLES MANAGEMENT

- Inventory management
- Disbursement and reordering
- Signature capture and country specific sample disclaimer creation
- Audit and inventory reconciliation
- Attendee call support
- Navigational refinements for auto generation of multiple attendee calls for an account call
- Expanded Call History analytics subject area
- Support for contact level and product level blocking during samples drop and sample request creation
- New delegated functionality for the samples administrator
- Health Care Professional Allocation support in addition to the standard sales rep Allocation support

### BUSINESS PLANNING

- Planning for accounts, contacts, and products
- Short-, medium-, and long-term planning
- Real-time analytics

efficiency of adding invitees to a specific medical event. Data for the medical education event and invitee list can now be imported through standard CRM On Demand import operations as well as turning on audit trail for both the Event level and Invitee level. Supported event types include: product seminars, regional meetings, user groups, customer education, and technical seminars with Continuing Medical Education (CME) credits. Guided sales processes enable sales representatives to generate new leads and drive additional sales through easy creation of ad hoc local events. With powerful analytics, marketing managers can analyze activities, product interest, sales effectiveness, and projected revenue.

## Streamlined Activity Creation

For frequently used call data such as calls associated with a new product launch or campaign, Smart Calls enable representatives to apply Smart Call templates to record default field values for the call, products detailed, promotional items, and samples dropped. As a result, representatives spend less time recording call details and more time selling.

## New Features to Enable Efficiency, Knowledge and Planning

Oracles CRM On Demand Life Sciences Edition offers significant improvements to address changing needs in the Life Science Industry. Sales team effectiveness is achieved by enhanced mass call planning capabilities. Seamless navigation to the calendar gives the sales representative their planned week at a single glance. Sales teams can gain a deeper understanding of the customer with the new ability to develop and conduct meaningful surveys as part of the contact call and account call activity. With the gold star visualization a sales person can review the available message plans and quickly determine which of those message plans matches the segment and objective of the contact to whom the message is planned. These features continue to enhance Oracle's industry-leading CRM On Demand capabilities that accommodate new and ever-changing industry needs.

## Mass Planned Call Navigation and User Interface Enhancements

Pharmaceutical sales representatives face an increasingly difficult job of meeting with physicians, gaining signatures, dropping samples, and detailing products. Time with the physician is precious and often unpredictable. To face these new complexities, sales representatives need efficient means for planning, logging and executing calls. Oracle CRM On Demand Life Sciences Edition addresses these needs by streamlining the navigation for planning and creating a sales call. Building off the Auto Call functionality introduced, a sales representative can plan their week through a menu option called Mass Planned Calls. Then using a filtered Contact list, the user can choose the Mass Planned Call option and choose the day of the week and general time of the day for a list of contacts. Upon submission of the information, the system creates the planned

#### KEY FEATURES

##### ACCOUNT AND CONTACT MANAGEMENT

- Contact and Account Affiliations
- Integrated analytics for customer insight
- Role- and user-based access control

##### PERSONALIZED CONTENT DELIVERY

- Digital content management
- Messaging plan assembly

##### OFFLINE ACCESS

- Outlook synchronization
- iPad Offline client

calls for the sales representative and the sales rep is navigated automatically to their calendar to review their upcoming week with all the new planned calls represented.

Pharma sales reps often visit a hospital or clinic and conduct group calls. These types of calls have multiple attendees which require specific and individual input of data and documentation. While being treated as an attendee call for the individual they are grouped together as an account call. Call History Analytics has been enhanced to support the reporting of not only the professional call and account call but also this new level, the attendee call.

### Activity Based Survey Support

Assessments on Leads, Opportunities, Service Requests, and Contacts have been greatly enhanced. Now, the Assessment types in Oracle CRM On Demand Life Sciences Edition have been expanded to include activity based Assessments. This new Assessment type allows sales or marketing managers to create a survey that can be conducted during the course of a contact or account call. Based on results of the survey, the representative or manager can make decisions about future courses of action. New user interfaces were developed in the Assessment creation process. Additional user-friendly functions are available such as radio buttons and drop downs, making the assessment completion process more fluid and easier to provide data input.

### Personalized Content Delivery and eDetailing

Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution offers Personalized Content Delivery (PCD), Oracle's closed-loop marketing eDetailing solution. PCD allows sales organizations to download and display full screen digital presentations (including HTML5 and link-embedded PDF's) rather than paper collateral for detailing products. With PCD, companies can carefully control message delivery for legal and regulatory reasons and ensure that field messaging aligns with corporate marketing plans, while providing reps with a powerful tool for driving sales. Additionally, automatic tracking of responses from physicians allows marketing departments to evaluate and improve messaging, closing the loop between sales and marketing.

### Automate and Improve Samples Management

Oracle CRM On Demand Life Science Edition manages disbursement of samples and promotional items to physicians, clinics, and hospitals including signature capture, with electronic signature storage and inventory tracking while on the go. Audit and compliance reporting increases control and oversight. Inventory management enables the allocation and distribution tracking of samples inventory to sales representatives, tracking inventory to the lot level, and completing inventory close outs and reconciliation. These capabilities help increase conformity with varying regulatory requirements. To better assist in the definition and compliance with territory and state regulations Samples Management objects are now book enabled. By enabling and defining a book of business in the Samples Management area, a company can have multiple sales forces with their own specific set of regulations regarding the distribution of products. One CRM On Demand instance can thus support a company that may have six or seven lines of business or territories. Each line of business or territory may have unique allocation rules. The Book of Business enablement allows the administrator to

#### RELATED PRODUCTS

- Oracle CRM On Demand Life Sciences Edition
- Oracle CRM On Demand Disconnected Mobile Sales
- Oracle Marketing Cloud

create a book hierarchy and then associated allocations, sample inventory, sample transactions, etc. to that specific book. Additionally specific physicians may be blocked from receiving information about, samples or promotional items about a specific product. The new blocked product object holds those rules and is used to filter out products so that sales reps conform to the company policies. Separate from this filtering of blocked products, companies can define allocation limits based on the contact and the product. The HCP Contact Allocation definition applies to the contact no matter who the sales rep may be at any point in time thus the allocation limits can be defined and regulated by the pharma company.

During the samples management process, often a signature from the physician is required. At that time of signature capture, a legal disclaimer is displayed. The Sample Disclaimer has been extended to allow country specific wording in multiple languages so that the proper disclaimer can be exposed for viewing by the physician. Sample Disclaimer creation and definition is an administrative function with specific rules for approval and distribution.

### Integrated Sales and Marketing

Medical providers increasingly rely on the Internet for pharmaceutical information. New, best in class marketing capabilities enable companies to nurture inbound leads acquired from the Internet until they are ready for sales representative interaction. This reduces the cost of new account acquisition. Additionally, complete marketing automation enables firms to segment markets and target providers and influencers for direct marketing campaigns, driving web traffic and sales interactions that grow the business. .

### Equip Reps Worldwide with a Powerful yet Cost Effective Solution

For organizations seeking to provide pharmaceutical reps worldwide with a customized sales effectiveness tool in the field, Oracle CRM On Demand Life Sciences Edition supports the deployment of functionality for account and contact management on mobile, next generation tablet devices with synchronicity to the online application. Life sciences reps benefit from more functionality, offered by a single provider, at a lower cost.

### The Most Secure CRM in the Cloud

Oracle CRM On Demand Life Sciences Edition delivers enterprise-grade closed security, ensuring that your most critical data and information are safe. Fully secure all of your customer interactions with virtual private network (VPN), secure sockets layer (SSL), and private circuit capabilities. Gain the most control over and flexibility of your cloud services with single tenant and database vault deployment options. Know who changed what data and when with audit trail capabilities

### Get the Best Value

Oracle provides a complete on demand Life Sciences solution at the lowest cost from one single provider and delivers industry-leading portfolio of features and functionality. For Life Science companies, these features improve overall sales team efficiency,

enable deeper business insight, institutionalize knowledge of customers, and continue to enable a defined and customer-facing approach with the ability to analyze results and interaction plans that maximize future performance.

## Bottom Line





Oracle CRM On Demand Life Sciences Edition is a complete, single provider, best practices offering that helps companies make every interaction count, decrease costs, and deploy this powerful solution everywhere.



### CONTACT US

For more information about Oracle CRM On Demand, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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### Integrated Cloud Applications & Platform Services

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