We make HCP contact personal & relevant

DataCare

Pharma Challenge

More personal touch points
- Increase contact frequency
- Receive immediate feedback what HCPs need from us and through which channel(s)
- Know how our digital content resonates
- Evaluate company image and relevance
- Schedule on/offline appointment with HCPs
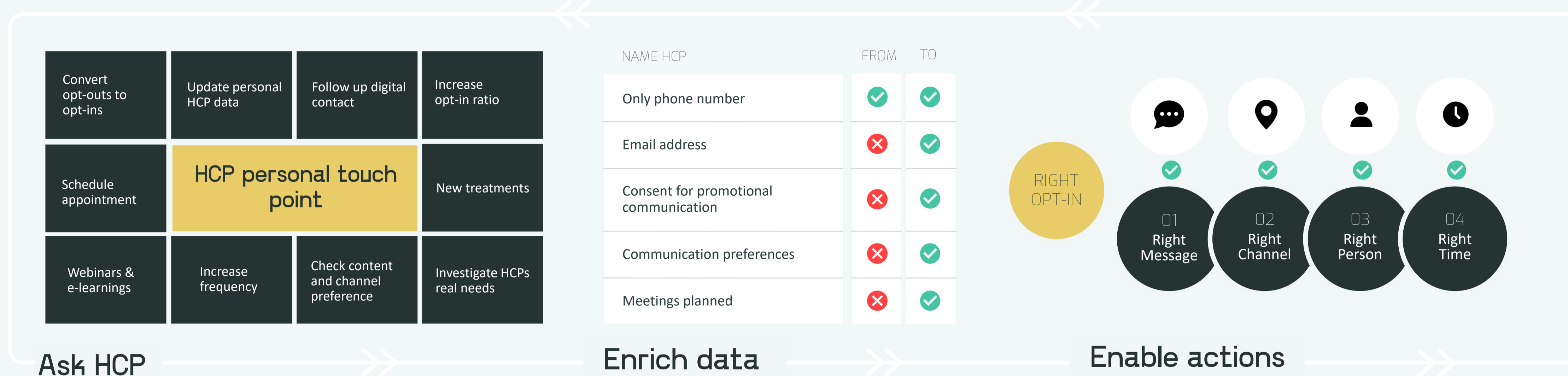
Increase data quality
- Update incomplete HCP data
- Collect more opt-ins
- Decrease the number of opt-outs
- Collect preferences regarding content, channel and frequency
- Rate feedback of an HCP

Improve relevance
- Turn data into actions towards our HCPs
- Communicate in line of the HCP needs
- Build insights based on improved personal & data touch points
- Optimize content & contact strategy

Solution — Ask — Enrich — Enable

By adding high end phone calls as a channel for more personal touch

Convert opt-outs to opt-ins	Update personal HCP data	Follow up digital contact	Increase opt-in ratio
Schedule appointment	HCP personal touch point		New treatments
Webinars & e-learnings	Increase frequency	Check content and channel preference	Investigate HCPs real needs

Ask HCP

NAME HCP	FROM	TO
Only phone number	✓	✓
Email address	✗	✓
Consent for promotional communication	✗	✓
Communication preferences	✗	✓
Meetings planned	✗	✓

Enrich data

RIGHT OPT-IN

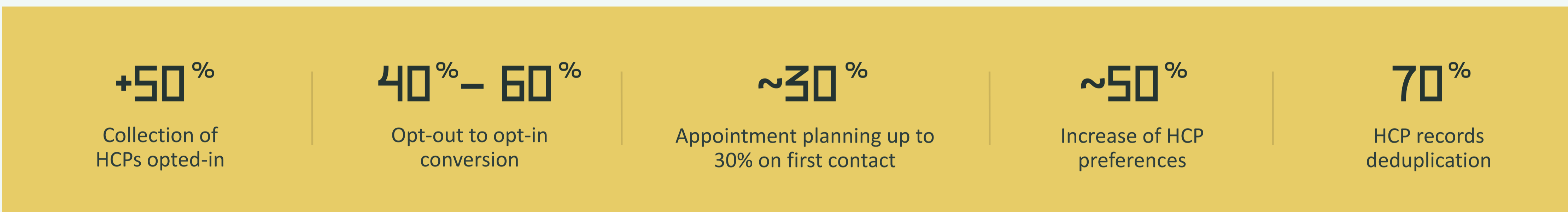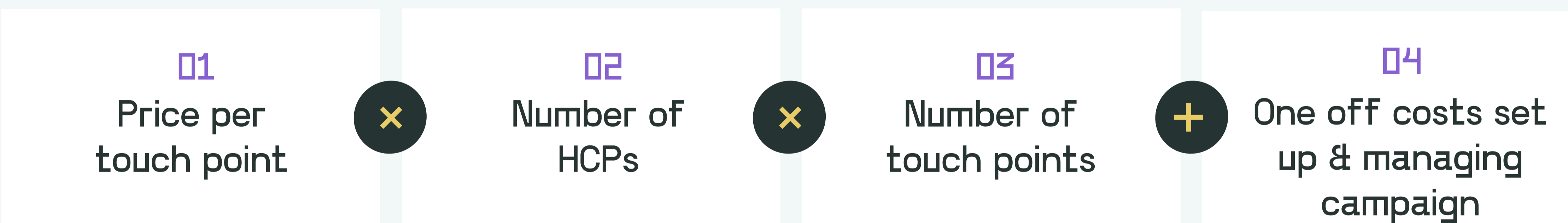| 01 Right Message	02 Right Channel	03 Right Person	04 Right Time

Enable actions

Our capabilities

High end phone calls should have *a proper introduction* and it's relevant to actively listen and ask the *right questions*

The data points collected are logged in a *comprehensive way* and according to the *legally correct* requirements

Customer Results

+50%	40% – 60%	~30%	~50%	70%
Collection of HCPs opted-in	Opt-out to opt-in conversion	Appointment planning up to 30% on first contact	Increase of HCP preferences	HCP records deduplication

Pricing model

01 Price per touch point	×	02 Number of HCPs	×	03 Number of touch points	+	04 One off costs set up & managing campaign

Team DataCare

Remco Schotemeijer
Operational Director
TeleSalesDirect

Ralph Schotemeijer
Commercial Director
TeleSalesDirect

Erik Luttik
Marketing & Product Director
OptInsight

Maarten Boot
Commercial Director
OptInsight

20+ years in pharma & life sciences

100% focus on personal HCP engagement

EU solution emphasis on local requirements

Service offering creating personal touch points & data capturing

Get in touch anytime