

KOL Identification and Management



The Complete Solution for Medical Affairs Organizations to Compliantly and Effectively Engage with Key Opinion Leaders and Stakeholders

Thought leader identification and management tools for the next generation of advocates and influencers. Manage the entire Medical Expert lifecycle with a suite of tools built around the everyday activities to drive success for your External Expert programs. TA Scan CRM was designed and engineered specifically for Medical Affairs, including field-based Medical Science Liaisons, to identify and develop the business critical and highly scrutinized relationships between life sciences companies and KOLs in a compliant manner. TA Scan CRM is built natively on the Salesforce.com platform, it can seamlessly integrate with your other external solutions, including CRM, Medical Information and many others.



The TA Scan CRM data is the most complete and accurate; our data spans ALL therapeutic areas and projects are managed by PhD-level team members.

Effective

Provide out-of-the-box and a repeatable framework and allows 'off-line' data access for effective pre-call planning & face-to-face interactions to manage and optimize KOL relationships.

Compliant

Ensure compliance by providing the necessary built-in firewalls needed to render KOL data and activity reporting by those responsible for managing KOL relationships while ensuring activities are mapped to your organizations Fair Market Value (FMV) Assessment.

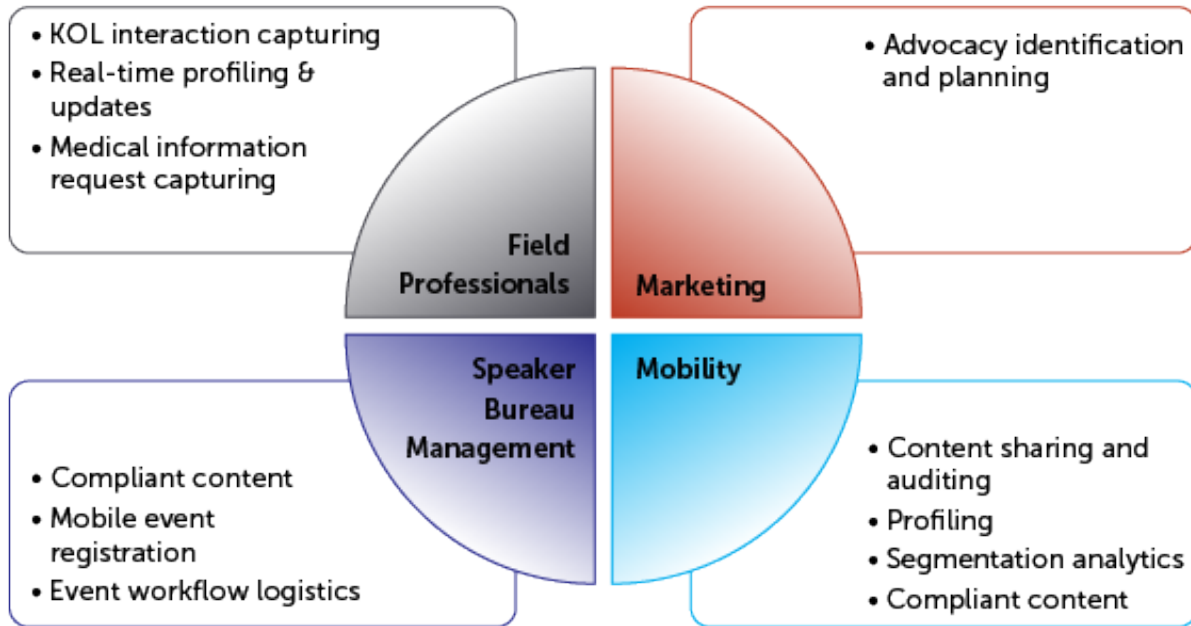
Comprehensive

Provide real-time and current KOL information. Allow configurability for modification depending on customer needs.

KOL Management Solutions

- KOL Lifecycle Management
- Medical Affairs Compliant Engagement
- Real Time and Current KOL Information

- Mobile Solutions
- Ensures Compliance on a Global Scale
- Key Experts and Site Profiling



Capabilities

- Robust segmentation analysis
- Engagement planning and activity tracking
- Intuitive user interface
- Complete audit trail capturing
- Extensive reporting capabilities
- Off-line mobile access

Business Impact

- Identify and engage the best thought leaders for your brand
- Ensure alignments and allocations are accurate and appropriate
- Gather instant field feedback and measure impact
- Improve performance management and compliance

Modules

- Influencer and advocate identification
- Compliant engagement for regulated interactions with customers
- Event and speaker program management
- Social feeds and compliance monitoring
- Native mobile apps fully integrated

Capabilities

- Collaborative social engagement
- Transparency
- Privacy enabled
- Automated updates
- Segmentation attributes
- Affiliate profiles
- Robust identification, profiling and screening

 **TA Scan^{CRM}** is a product of Anju.

Anju provides an adaptive platform for clinical trials, medical affairs and a newly designed, state-of-the-art clinical content and data repository. It's an AI-based analytical solution combined with data and application integration capabilities, serving the worldwide pharmaceutical, biotech and contract research Life Sciences markets.

Learn more about TA Scan CRM. Scan the QR code.

