

OptInsight is the e-consent management platform for pharma & life sciences

Challenge

Marketing | Digital

How can we get rid of all manual labour in bringing e-consent status together from multiple applications and spend that time on digital engagement with HCPs?

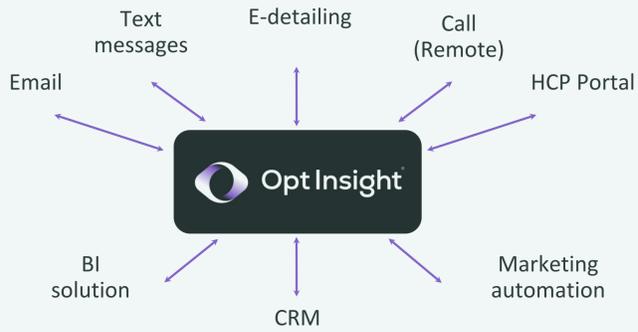
Legal | Compliance

Does our current e-consent management solution guarantee 100% GDPR compliance assurance? And are we sure our marketing and digital colleagues do not send emails to HCPs who opted out?

IT | BI

How can we create control over e-consent status knowing that we are using different applications where e-consent is processed and HCPs use multiple channels to give or withdraw their e-consent?

Solution



OptInsight is the e-consent management solution which assures **100% GDPR e-consent** compliance, provides a single point of truth for HCP data & e-consent status and connects seamlessly with your internal applications and (digital) channels.

Benefits

100%
GDPR
assurance

No
manual labor

Less
FTE
needed

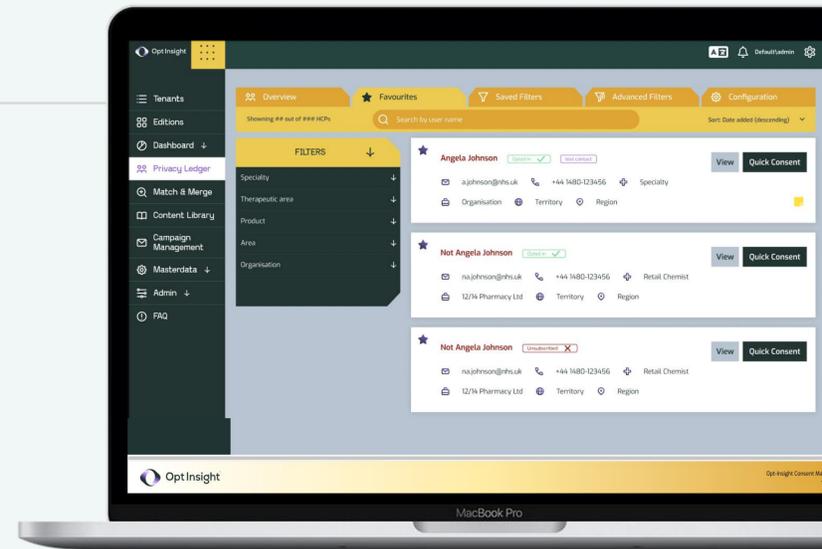
More
data
quality

Clients

Leading vaccine
producer

Biotech in
oncology

Global pharma
players



Customer

We didn't want to rely on just a ticked box in a CRM system. OptInsight brings clarity in scattered data so it's centralized, all while providing proof of the actual given e-consent.

OptInsight is a young company in constant development and with a future outlook, which is refreshing. Their unique knowledge about and expertise in the sometimes peculiar pharmaceutical industry is also a big plus, because they understand the brick walls within the industry.

Advantages

→ Detailed, real time capturing of e-consent according to mandatory GDPR Data Processing Record and local regulations
Creating one single point of truth: no more internal discussions about validity of e-consent collected

→ Multi-channel digital communication only with HCPs who provided an opt-in and these are easily exported to any application/tool used
→ Datacare: collection of opt-ins through call agency and/or Whatsapp
→ Built in data quality algorithm by Match & merge

→ Hub functionality: opt-ins/opt-outs easily and automated synchronized with all tools connected, resulting in no (more) manual labor and no mistakes by personnel involved
→ Digital communication only with HCPs who provided an opt-in

Organization



Martijn van den Corput
Chief Customer Officer



Tjeerd van der Stroom
Chief Data Protection Officer



Erik Luttk
Product Director



Maarten Boot
Commercial Director

20+ years experience
In pharma & life sciences

100% focus
on e-consent for pharma

Global solution
with emphasis on local requirements

Complete team →