

Intro

These cases illustrate that the objectives can differ per pharmaceutical company. The solution direction is in general the same. Our clients need to be compliant first, be able to capture consents in one central source which seamlessly connects with all communication channels used by HCPs and real time synchronizes with internal applications used by employees. A state-of-the art connection with OneKey is always required.

Objectives

### Client A

“ We lack one single point of truth for consent status. We can't rely on a ticked box in OCE which is used by over 300 sales reps. Combined with the fact that HCPs use our webforms and our portal, it is getting blurry.

### Client B

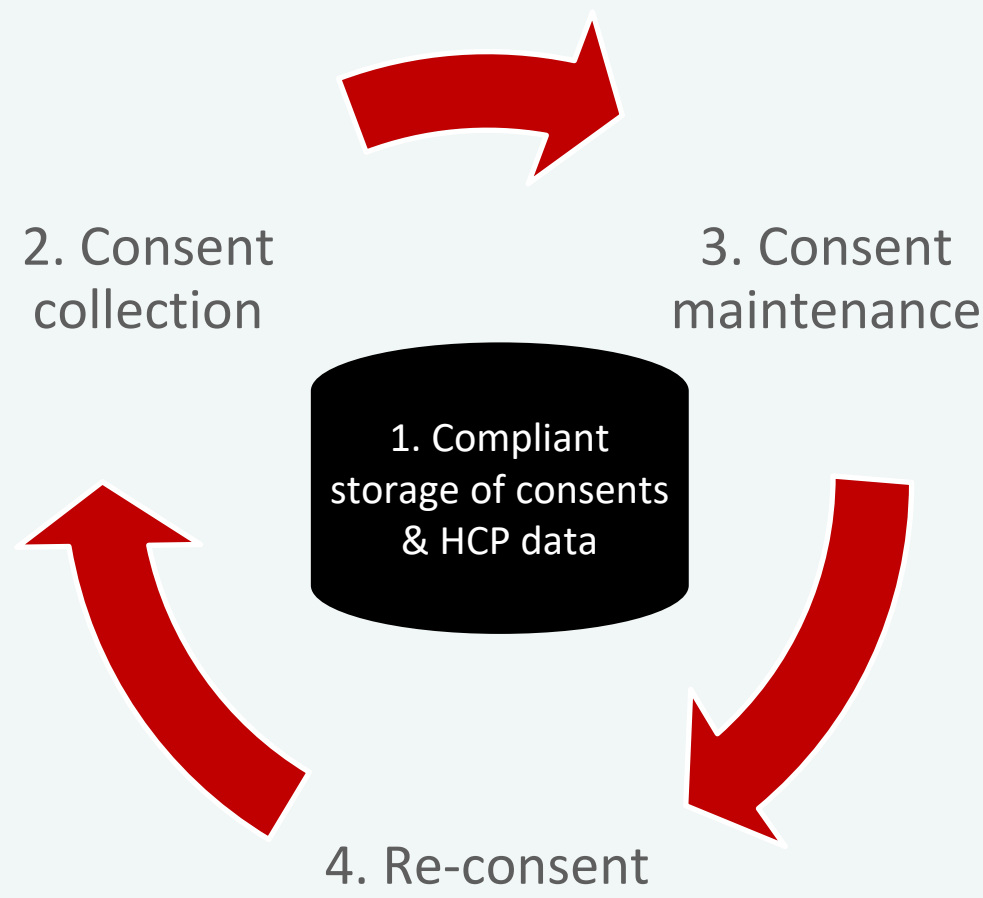
“ We don't have one central place where we can rely on. HCP data and opt-in/opt outs are scattered through the organization. Once we want to start our campaigns we need a lot of time to gather the information.

### Client C

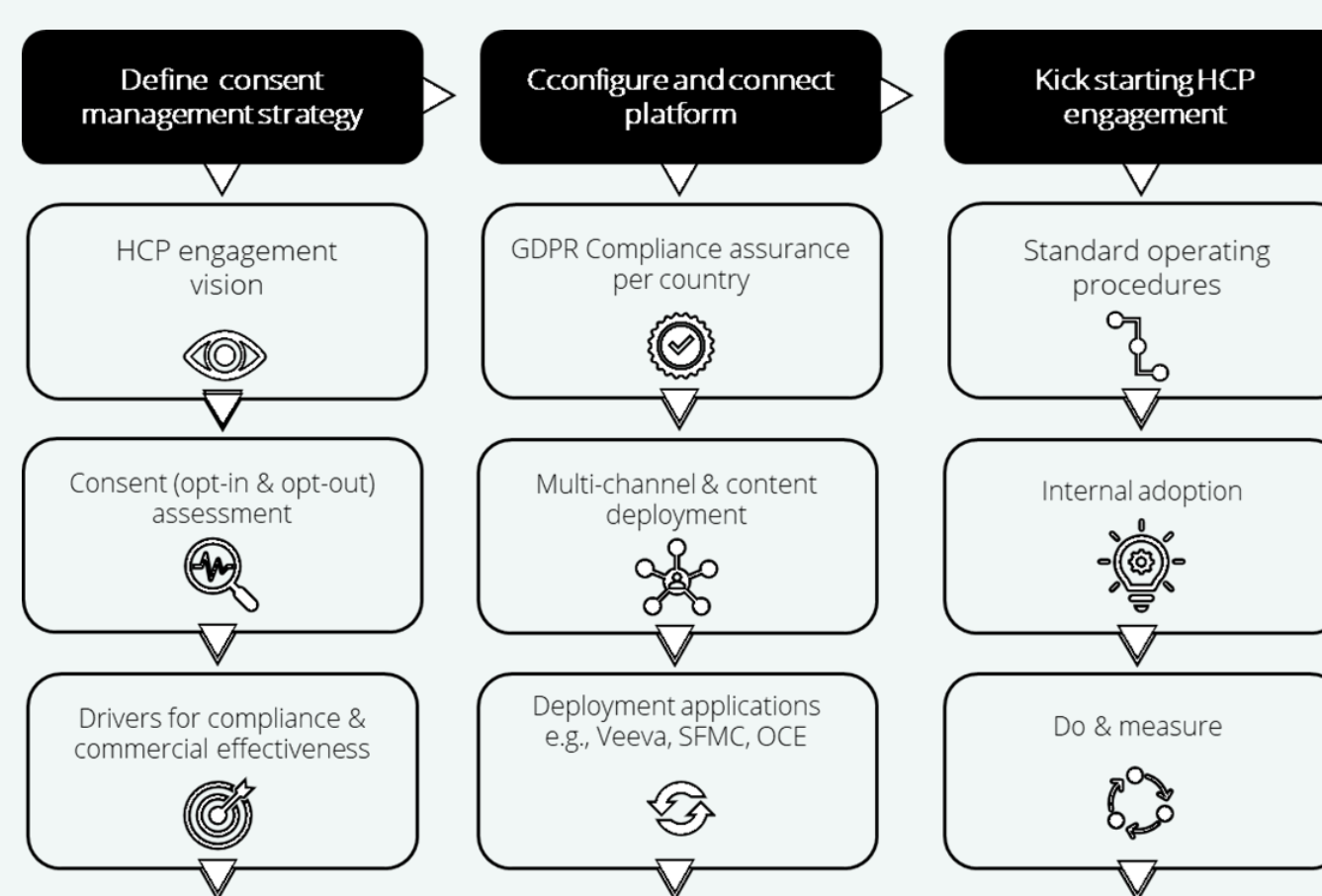
“ Help us to be GDPR compliant in a way that we can proof that to internal & external stakeholders per country. Assure & automate consent collection, maintenance & re-consent (if a consent is expired after 2 years).

Solution direction

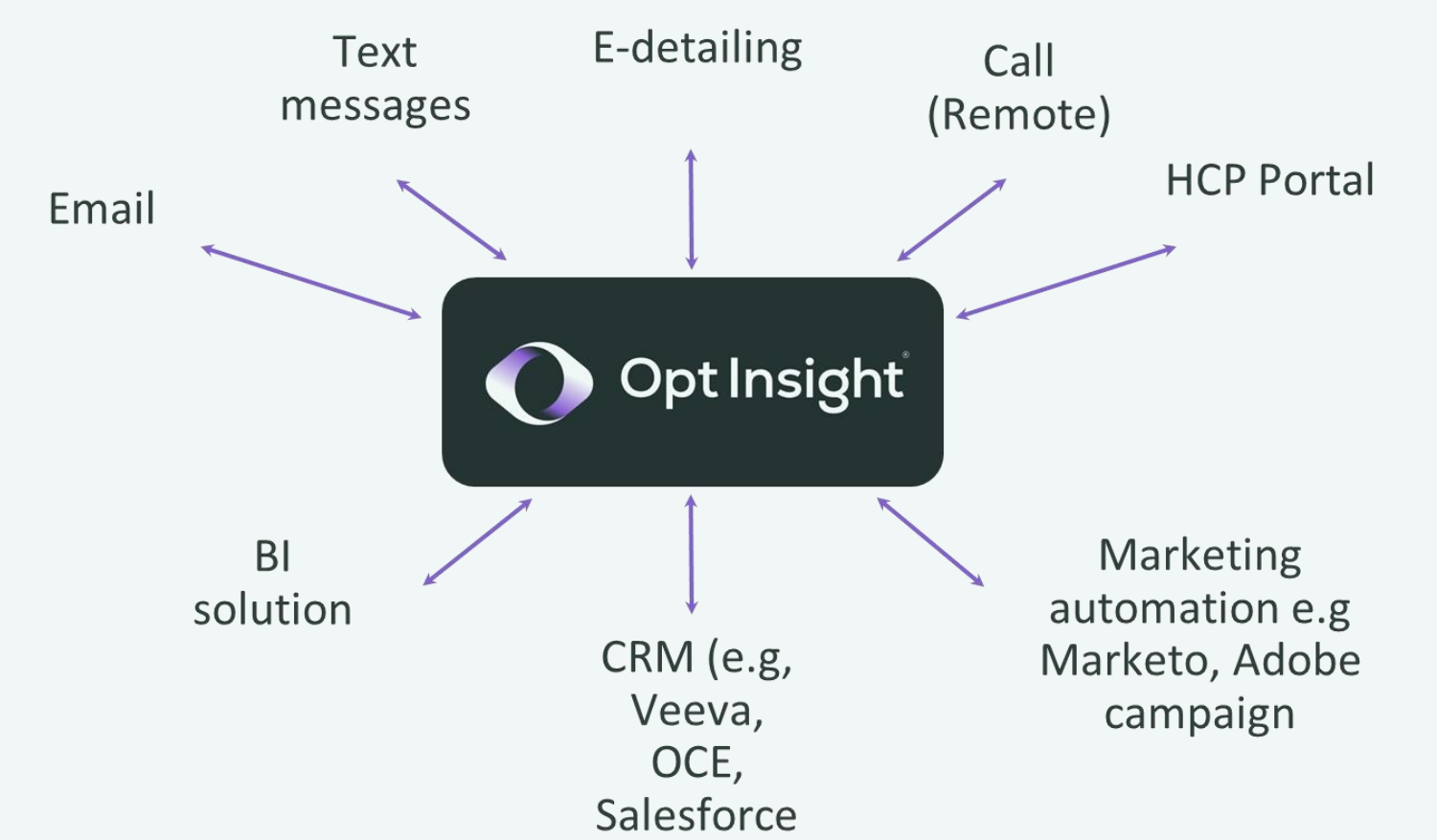
#### Focus on HCP consent journey



#### 9 Step — approach



#### Solution — Single point of truth



Benefits

#### Enablement of digital HCP engagement

<p><b>100%</b> GDPR assurance</p> <ul style="list-style-type: none"> <li>Capture of consents according to rules of consent</li> <li>Growth in number of opt-ins up to 80%</li> <li>No digital communication with HCPs who opted out</li> </ul>	<p><b>No</b> manual labor</p> <ul style="list-style-type: none"> <li>80-100 % automation of consent management process</li> <li>Higher work satisfaction because people can do things that matter</li> <li>One single point of truth</li> </ul>	<p><b>Less</b> FTE needed</p> <ul style="list-style-type: none"> <li>Reduction of FTE</li> <li>Or better, relocation to other jobs</li> <li>Automated identification of HCPs</li> </ul>	<p><b>More</b> data quality</p> <ul style="list-style-type: none"> <li>Deduplication of data with more than 40% in a short time</li> <li>Strong improvement in golden records and valid opt-ins/opt-outs</li> </ul>
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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
- Consent collection possible from all channels used
- 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 to improve data quality taking different data sources into account
- Hub functionality: opt-ins/opt-outs easily and automated synchronized with all applications & channels connected, resulting in no (more) manual labor and no mistakes by personnel involved
- Digital communication only with HCPs who provided an opt-in

Onboarding team

<p>Delivery manager</p>	<p>Data protection experts</p>	<p>Configuration experts</p>	<p>Business consultants</p>
<p>20+ years experience In pharma &amp; life sciences</p>	<p>100% focus on e-consent for pharma</p>	<p>Global solution with emphasis on local requirements</p>	<p>Complete team</p>