

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.

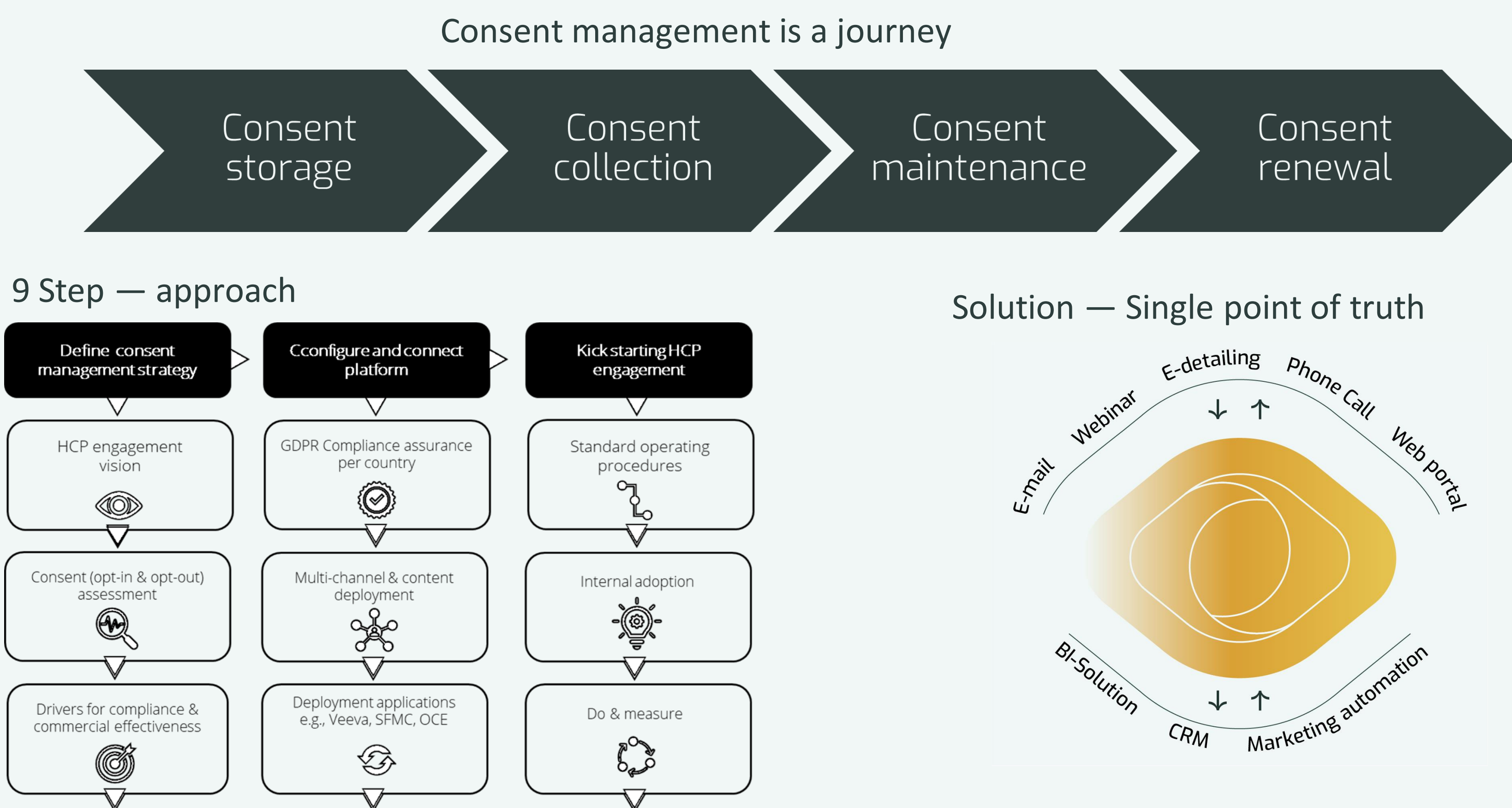
Client B

“ 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.

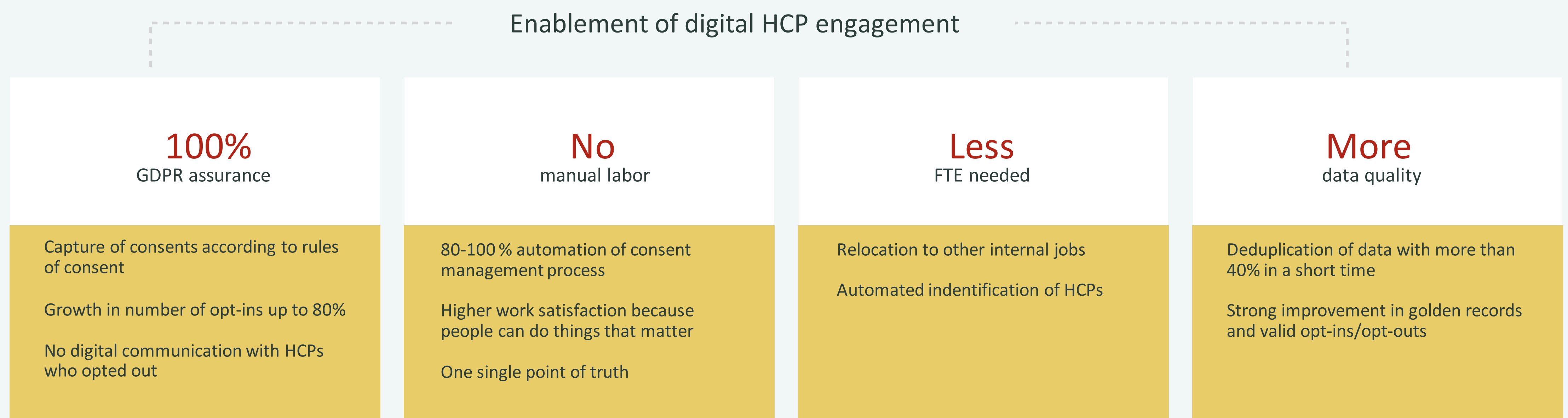
Client C

“ 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



Benefits



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

About us

20+ years experience In pharma & life sciences	100% focus on e-consent for pharma	Global solution with emphasis on local requirements	Complete team
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