

# We take care of your initial opt-in collection process by starting HCP engagement by phone

**Challenge**

**Business development | Marketing**

We are preparing the pre-launch phase of a new therapy. We want to inform as many HCPs as possible, but we lack opt-ins to start digital engagement.

**Sales**

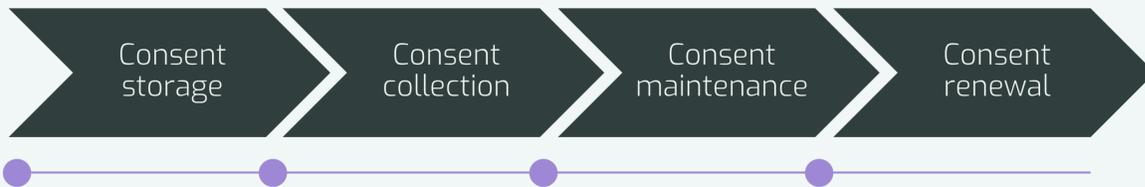
Our target group is too large and we cannot visit them all. Thus digital engagement is the solution. As collecting optins by salesforce only is not an option, we are looking for a quick and cost-effective solution.

**Legal | Compliance**

We need to ensure that all consents are captured according to GDPR. To prevent registered consents from being useless, we need the assurance that consent is registered compliantly, according to (local) business rules, code of conduct.

## Consent management is a **journey**

**Solution**



With DataCare we can support Pharma & Lifes sciences in the consent management journey. We turn incomplete HCP data into a transparent, accessible, up-to-date and usable customer database. With this GDPR-proof opt-in-based HCP database, your company has a "license" to optimize HCP engagement and increase reach.

**Benefits**

**100%...**  
...assured e-consent registration

**No...**  
...more internal discussions on validity of optins and blocks to improve engagement

**Reduce...**  
...costs and efforts to initially collect optins

**Maximize...**  
...opt-ins of your target group

**Client results**

Up to 80% opt-ins in different EU countries, cleansed data, channel & content preferences of HCPs

**Customer**

"We are preparing the pre-launch phase of a new therapy. **Differentiation in our go-to-market strategy is key to effective and efficient HCP engagement. Our salesforce needs to engage with the top priority HCPs and cannot visit every account to collect an opt-in and convey our message.**"

"With DataCare, our consent collection is in safe and professional hands. In this way, we can start a relevant dialogue with our target group without neglecting the importance of the (local) data protection laws. OptInsight makes it simple and relevant and results were above expectations (70% opted in)."

**Advantages**

- High-educated call agents with over 15 years of experience working for pharma, engaging with HCPs. Native speakers throughout Europe.
- No basic scripting. We turn our experience into a dialogue flow based on your value proposition.
- DataCare is useful for collecting consent, but a telephone call is also a powerful touch point in the whole customer journey.
- Sophisticated call agency technology fully supports the flow of engagement and data protection rules.
- Extensive reporting possibilities, workflow and a built-in privacy assurance ledger.
- DataCare as a complimentary added value channel next to the existing salesforce to maintain engagement with the target audience.
- Pro-active advice on local data protection and business rules and how to turn them into actionability.
- An adaptive approach by working in batches and continuously improving the number of opt-ins.
- DataCare can easily be up and downscaled, tailored to provide the capacity needed to support the communication strategy.

**Your points of contact**



**Remco Schotemeijer**  
Operational director  
Tele-Sales direct



**Ralph Schotemeijer**  
Commercial Director  
Tele-Sales direct



**Erik Luttik**  
Product director  
OptInsight



**Maarten Boot**  
Commercial Director  
OptInsight

**20+ years experience**  
in pharma & life sciences

**100% focus**  
on e-consent for pharma

**Global solution**  
with emphasis on local requirements

**Joint offer**  
by OptInsight and Tele-Sales direct