

— WHITEPAPER

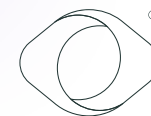
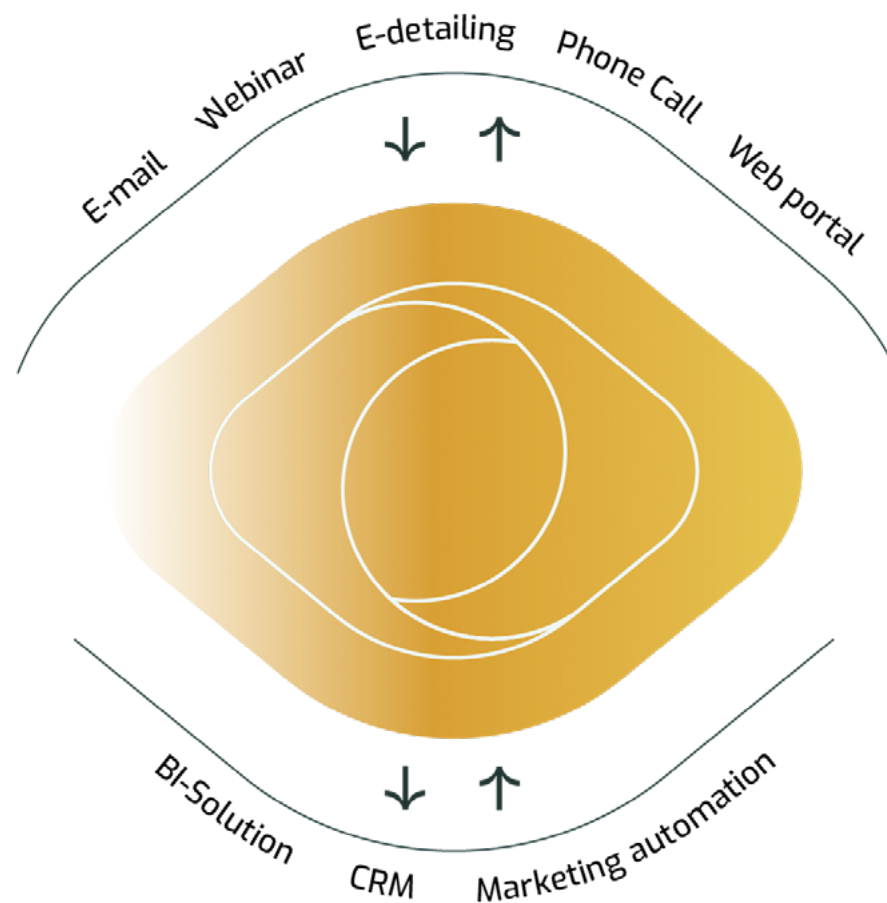
# The OptInsight Solution

simplifying GDPR proof consent collection & management

# Introduction

Simplifying and deciphering our jargon so that we're understandable to the market from various ends is one of our main objectives. We want to build a digital bridge between an HCP and a pharmaceutical company.

But what does that mean? And most importantly, how can we help you get clarity in the often complex world of data? Let's start at the beginning.



# The Start

It all started with 3 ambitious men, their sons and Saturday morning soccer games. While their sons trained their physical abilities, the men trained their brain muscles. Martijn, Michel and Tjeerd spoke about their experiences in the working field, the growth opportunities in the pharmaceutical industry, and the digital shift in the business world. All looking at cases from different points of view because of their background, their conversations didn't stop. The conversations progressed into ideas. Ideas became concrete plans. Plans turned into solutions. And solutions were implemented.

In 2018, OptInsight was born. The name comes from opt-in and gaining insights with the data stemming from those opt-ins. The marketing agency that came up with this catchy name? None! We have Michel to thank for this.



# The Essence

This is what we are today. Our technology enables organizations to collect, manage and process personal data. We're able to look at our technology from various points of view, since the foundation of OptInsight is built upon 3 main key points: commerce, compliance and technology. Martijn, Michel and Tjeerd formed this triangle with their own expertise. With experience in commerce, the financial world, the pharmaceutical industry and the strict sector of compliance, they put down a solid base to build from.

We are proud of our technology, but take even more pride in our team. Over the years, we've grown and were able to attract great people from various fields of the industry. These people bring the knowledge and expertise that we need.

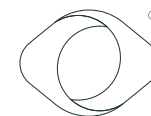
Although their experience comes from different industries, the thing they all have in common is the ability to think future-proof and innovative. This is what we need, especially with the eye on our ambition.

Our ambition? Building our very own healthcare provider hub. From this perspective, we will be able to let involved organizations communicate through our data exchange platform and actually help to improve the healthcare that a patient is receiving. To achieve such a goal, we need our team. They are the essence of OptInsight.





*OptInsight is a secure and trustworthy multi-channel personal data and e-consent management hub for pharmaceutical companies. We collect, manage and integrate HCP data. Our ready to use, compatible solution saves time and offers instant clarity regarding opt-in and opt-out administration.*



# The Benefits

**So now that you know what OptInsight is, we're sure you want to know what we can do for you.**

**What are the benefits of using our hub?**

Well, let's start off with the ability to accelerate your digital growth when using OptInsight. The world of personal data is a complex one. We are here to collaborate with you on this digital quest. We're in the business of unburdening you.

From a commercial point of view, we're also offering a cost effective way of communication. All the work is going through digital channels. Another cost benefit of using OptInsight is the impact on your internal team. Eliminating manually data entering and especially maintenance will give you the opportunity to put your team in their strength which will make your culture flourish.



Also, referring back to our previous whitepaper regarding consent management in pharma, your angle of relevancy as a pharmaceutical company to the HCP target audience is supplying valuable information and content. We've learned that gaining trust from the HCP is the foundation of your relationship. Our hub helps you with building this relationship with your target audience

Another point of focus: risk management. Because you do not want to get fined because you're not working aligned with the GDPR. Also, you do not want to lose overview of your consent journey. What if an HCP opted-out, but because of your

scattered data you've missed the opt-out and continue to contact them?

The overarching benefit concerning all of the above topics: we simplify. In the first place we simplify collecting e-consent. This is the first step of the HCP's customer journey. After gaining trust and receiving the consent, we also help you manage this consent.

By collecting the behavior and preferences of the HCP you are able to keep improving on serving your customers in the rest of the customer journey.



# Single Point of Truth

We offer a single point of truth solution. A centralized HCP data & consent point to flawlessly connect all applications you are using to digitally interact with HCP's. We've noticed that scattered data is one of the main issues in the digital world. When your data is scattered you lose a solid overview. Since we work within the pharmaceutical industry which is regulated by strict laws and regulations concerning data protection, scattered data can literally cost you.

Scattered opt-ins through your organization can cost you money . Having a clear overview of the consent journey of the HCP will help you minimize room for error. This means that the status of the opt-in is always up to date and easy to find without manual labor. What we want to prevent at all cost is losing the view on the HCP consent and even worse, not using opt-ins because you don't know that they exist. Opt-in statuses can get easily lost in different channels and applications you use. And how can you manage what you can't find, right? By using a single point of truth system you will be able to monitor the HCP journey. This is crucial for getting to know the HCP, building a relationship with them and knowing when and how to communicate.



# Going Global, Staying Local

**We're growing and expanding. Today we are represented in Spain, Portugal, the Nordics, Germany, Italy, Switzerland and The Netherlands.**

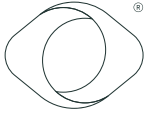
**We've chosen to be represented by local professionals in various countries, because of various reasons. One of them is the personal touch.**

**We take pride in providing personable customer service. Working with local representatives gives us the opportunity to be close to our clients. Going global, staying local is one of our key values.**

Another reason is the local knowledge our colleagues have. Local knowledge regarding laws, restrictions and opportunities is needed, especially while working with personal data.

Sidenote: this doesn't mean that we can't work with you if we don't have a representative (yet!) in your country. For example, we also work with pharmaceutical companies in the UK. We are a solution driven and personable company. There's always a way to make it happen.





# Humanizing Data

OptInsight's humanizing vision contributes to and aims to improve the current state of personal data. We understand interests from multiple ends. By realizing the needs and wants from the organizations and people involved we are able to stay top of mind by bringing our clients relevancy.

We're here to simplify the world of personal data for you. We believe in on-going digital developments and the strength of secure communication between various organizations.

We bring people and organizations together in a data driven world, with a focus on the people behind the data. As customers become more independent and powerful, the organizations that are ready for change will thrive. We make it happen. Where do you stand?



HUMANIZING DATA

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Do you want more information about  
our pharmaceutical-specific solutions?

Do not hesitate to contact us! →

