

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

Challenge

Marketing | Digital

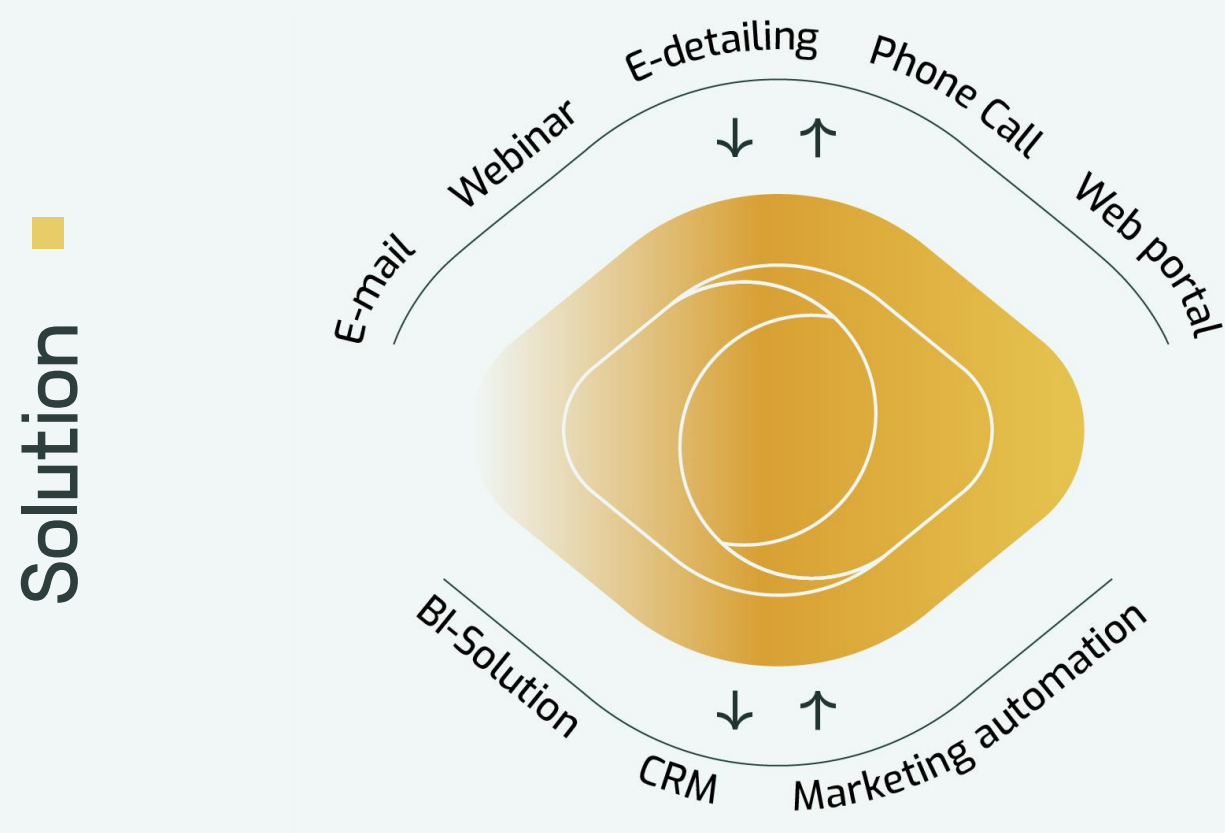
How can we get rid of all manual labour in bringing e-consent status together from multiple applications and spend that time on digital engagement with HCPs?

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?



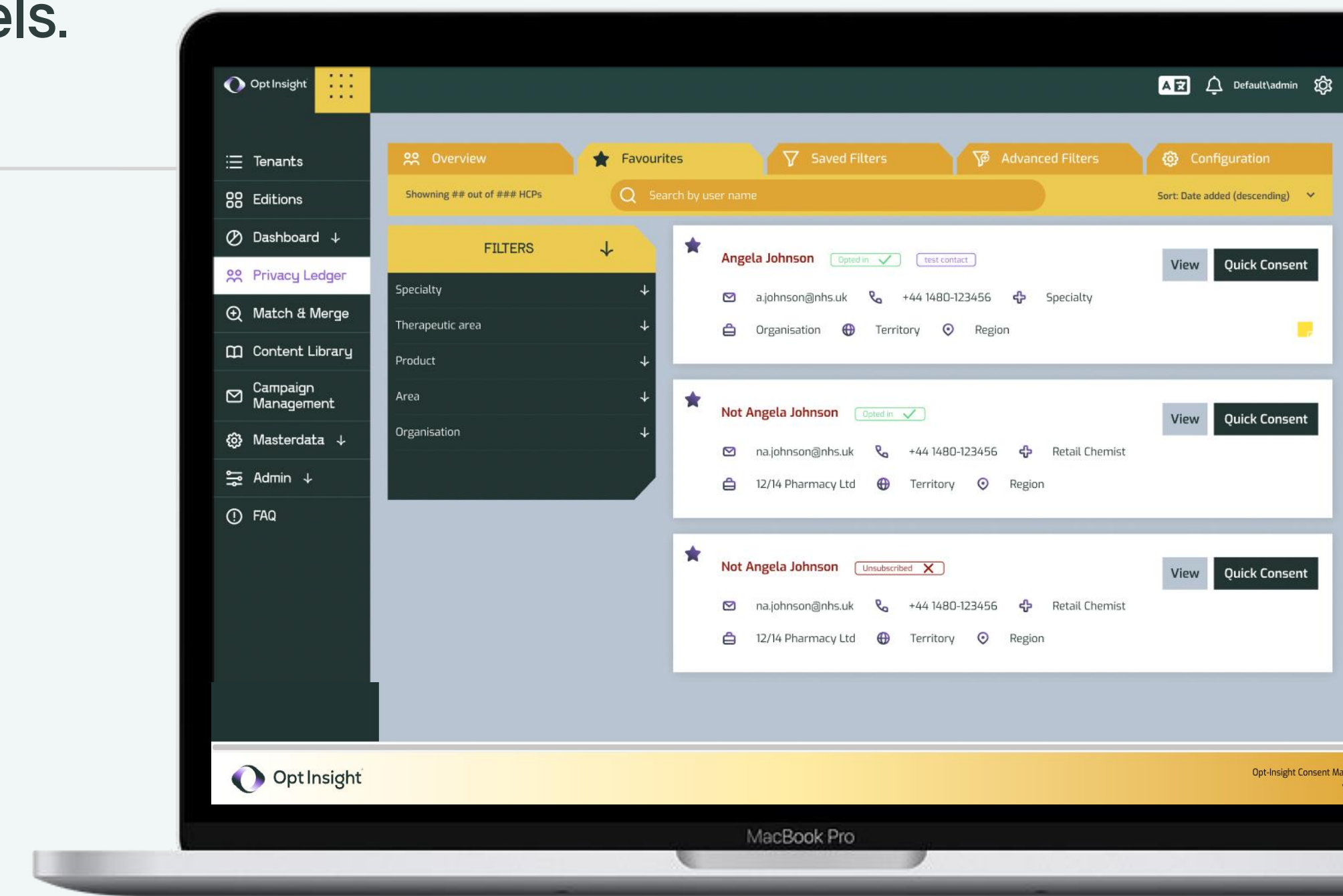
OptInsight is the e-consent management solution which assures **100% GDPR e-consent** compliance, provides a single point of truth for HCP data & e-consent status and connects seamlessly with your internal applications and (digital) channels.

Benefits

- 100% GDPR assurance
- No manual processes
- 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 source 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 Luttkik**
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 →