

Pharma  
Challenge

## More personal touch points

- Increase contact frequency
- Receive immediate feedback what HCPs need from us and through which channel(s)
- Know how our digital content resonates
- Evaluate company image and relevance
- Schedule on/offline appointment with HCPs

## Increase data quality

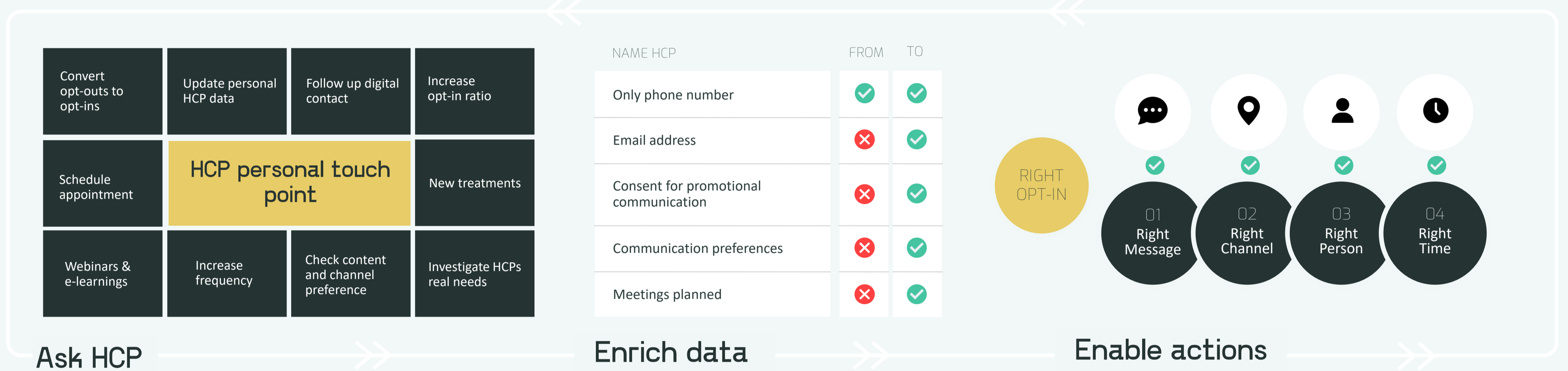
- Update incomplete HCP data
- Collect more opt-ins
- Decrease the number of opt-outs
- Collect preferences regarding content, channel and frequency
- Rate feedback of an HCP

## Improve relevance

- Turn data into actions towards our HCPs
- Communicate in line of the HCP needs
- Build insights based on improved personal & data touch points
- Optimize content & contact strategy

Solution  
Ask — Enrich — Enable

By adding high end phone calls as a channel for more **personal touch**

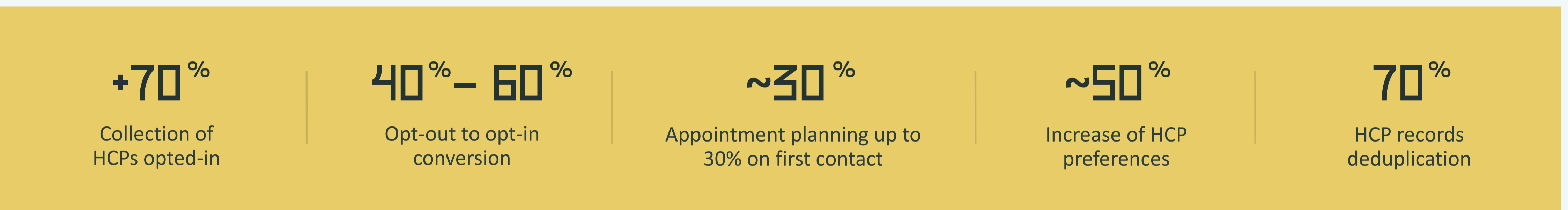


Our  
capabilities

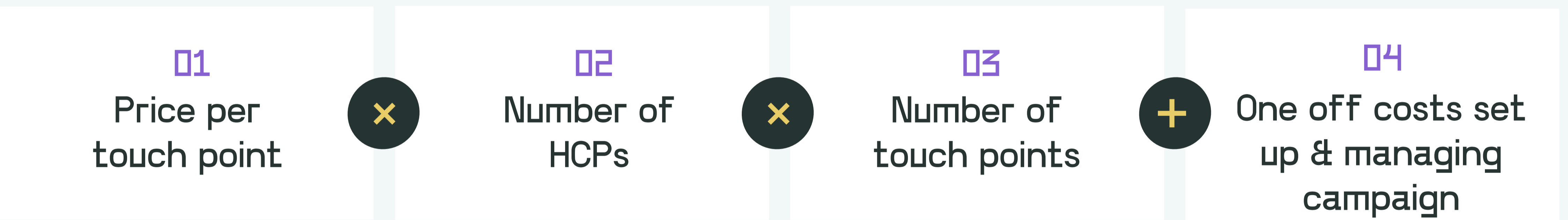
High end phone calls should have a **proper introduction** and it's relevant to actively listen and ask the **right questions**

The data points collected are logged in a **comprehensive way** and according to the **legally correct requirements**

Customer  
Results



Pricing  
model



Team  
DataCare

 <b>Remco Schotemeijer</b> Operational Director TeleSalesDirect	 <b>Ralph Schotemeijer</b> Commercial Director TeleSalesDirect	 <b>Erik Luttk</b> Product Director OptInsight	 <b>Maarten Boot</b> Commercial Director OptInsight
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**20+ years**

in pharma & life sciences

**100% focus**

on personal HCP engagement

**EU solution**

emphasis on local requirements

**Service offering**

creating personal touch points & data capturing

**Get in touch anytime**