

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

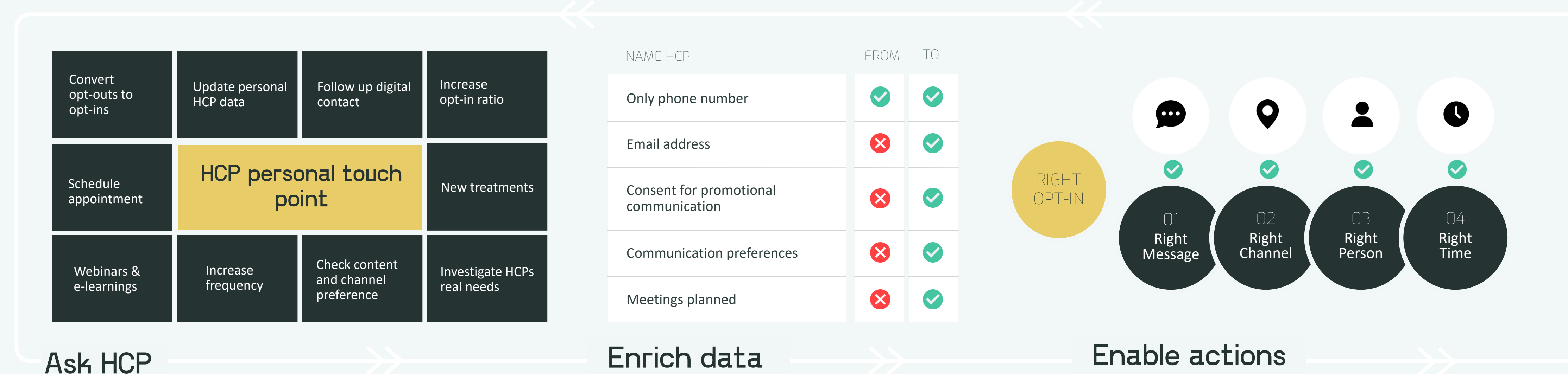
- Update incomplete HCP data
- Collect more opt-ins
- Decrease the number of opt-outs
- Collect preferences regarding content, channel and frequency
- Rate feedback of an HCP

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

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

Solution

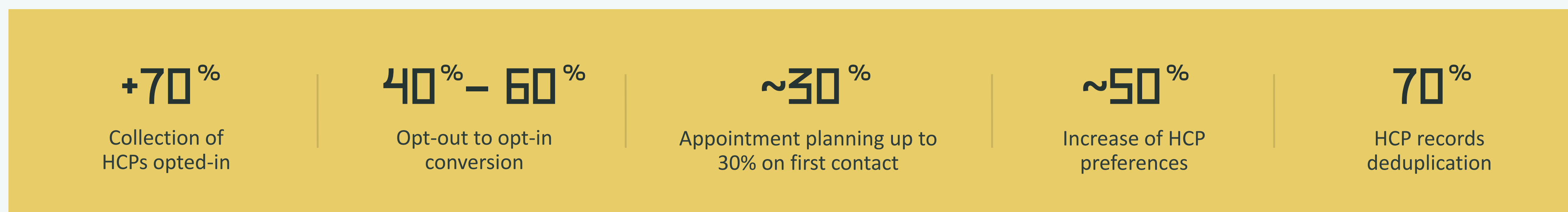


Our capabilities

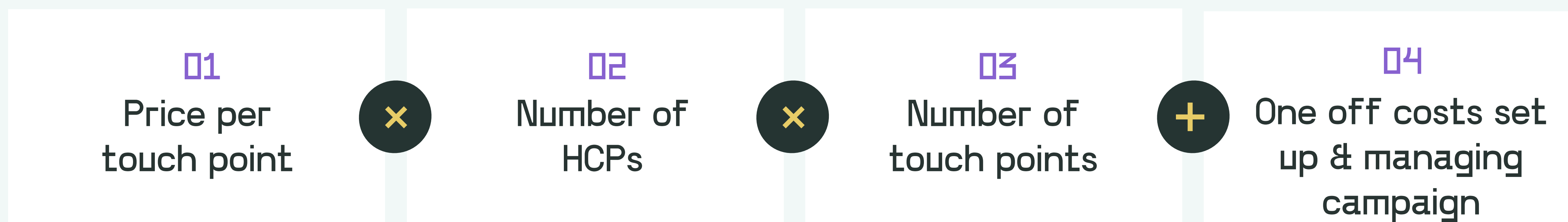
High end phone calls should have a **proper introduction** and it's relevant to actively listen and ask the **right questions**

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

Customer Results



Pricing model



Team DataCare

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Commercial Director
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Erik Luttik
Product Director
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OptInsight

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