

# Mobile CRM Solutions for Life Sciences



## Maximizing Field Force Effectiveness

**StayinFront TouchRx®** is an advanced SaaS mobile CRM application built to address the needs of life sciences, biopharma and pharmaceutical companies. Field reps have easy access to critical CRM information and a vast range of out-of-the-box functionality that enables them to effectively **manage their territories, maximize their communication and engagement** with healthcare professionals and **capture, track and store** key aspects of sales and marketing activities quickly and easily.

TouchRx is configurable by role, field team or market with pre-built with PDMA-compliant processes and integrations with leading companies in the life sciences industry. Support all of your field teams, from **primary care and specialty** representatives, to **medical** science liaisons and **managed market** account executives with the necessary functionality and access to critical CRM information.



### Do More.

Speed. Simplicity. Compliance.

Field reps have the tools they need to plan, communicate, and react faster.

Essential, everyday tasks, streamlined and automated including:

- Call Reporting and Presentations
- Contact/Organization Profiling
- Sample Request Management
- Closed Loop Marketing
- Medical Information Request
- Expense tracking and more



### Know More.

Integrated Actionable Analytics.

Field reps can analyze data within the CRM system, as well as external data sources, to gain valuable insight.

More features of CRM KPIs include:

- History tracked and trended
- Automatically calculated
- Targets can be set, managed and changed
- Trigger both automatic and manual tasks
- KPIs are displayed with visually captivating graphics



### Sell More.

Engage and Educate.

StayinFront Closed Loop Marketing allows reps to engage HCPs and deliver messages that are more targeted, relevant and valuable to HCPs.

- Capture, analyze and refine messages
- Deliver more valuable, targeted messages
- Align marketing with customer needs
- Ensure content is current and compliant

## Key Features and Functionality

- User Configurable Dashboards
- Territory Management
- Time Off Territory Management and Requests
- Customer Segmentation & Targeting
- POA Call Cycle Planning & Scheduling with Calendar Integration
- Individual and Team Selling
- Google Maps Integration
- Relationship Visualization
- Group Calls
- Closed Loop Marketing
- Sampling & e-Signature Capture
- Sample Inventory Management with Acknowledgement of Content (AOC)
- Expenses / Aggregate Spend Management
- Surveys
- Campaign & Event Marketing
- Reporting
- Fully integrated Analytics

## Anytime, Anywhere Mobile Access

StayinFront TouchRx is the only mobile Life Sciences CRM application that field teams need to perform effectively in the field. The functionality of StayinFront TouchRx mobile CRM covers all essential tools that reps depend on every day to do their job, including:

### Mobility Options

Run on iPads and Windows 8 tablets.



Apple iOS



Microsoft Windows

### Easy Fast Deployment

Get your teams up and running quickly. TouchRx can be downloaded and in the field in minutes – upgrades are automatic.

## Seamless Integrations for Greater Efficiency and Compliance

StayinFront has pre-built data integrations with industry leading firms such as QPharma, Concur and MedPro Systems – saving sales reps valuable time while improving compliance and accuracy of data.

