**MAGNITUDE**™
SOFTWARE

# Kalido® HCP Relationship Management

A 360° view of the HCP is critical to maximizing activities and results with HCPs, as well as pinpointing where ROI is greatest and may be increased.

Understanding one's customer is as critical to the Life Sciences sector as anywhere else, however Health Care Provider data is typically complex and duplicated across multiple transaction systems, reporting solutions and third-party data sources. Getting a clear picture of HCP activity when HCP IDs are frequently mismatched across disparate sources can be a real challenge. Life Sciences companies require efficient matching of HCP data in order to achieve a clear understanding of physician affiliation, thereby enabling a positive impact on sales & marketing effectiveness, expenditure disclosure reporting and spend analytics.

## Core Requirements

**An HCP Relationship Management system should enable:**
– precise and more cost effective targeting, acquisition and retention of the most valuable HCPs.
– company value assignment of HCPs across channels and brands.
– shifting from reactive to predictive behavioral marketing
– maximization of value of HCP to Client and Client to HCP.

## Kalido Prescription

At Kalido, we work with our clients to smooth the process of gathering, analyzing and reporting HCP data. A Kalido solution for HCP Relationship Management is based upon:

– a comprehensive and fully integrated data foundation covering sales, product, market, outlet, prescriber, retail and non-retail sales, share, call detail and more.
– a pre-defined life sciences data model with validation rules and pre-defined reference objects that are easily configured to match your business and are rapidly adaptable to new business requirements.

– a sales and marketing data repository enabling stewards to create, modify and enrich sales and marketing data.
– pre-defined data management workflows that enable an auditable governance process.
– audit and controls for security, user role assignment, a change log and time-stamping of all actions undertaken in the governance process.

## What's unique about Kalido?

The Kalido Information Engine solution for HCP Relationship Management is based on an integrated data warehouse and master data management platform capable of addressing not just one, but multiple business requirements in parallel.

Configured with a comprehensive business information model in use at numerous global Life Sciences companies, the Kalido Information Engine packaged solution increases deployment speed and reduces risk, yet the solution is quickly customized to your unique requirements.

Kalido's business modeling capability enables creation of a Business-driven solution for your company that allows you to model and manage your marketing strategy and performance, accommodating the unique requirements for each product, geography or sales channel entity.

This repository for formulary data further allows you to move beyond trend analysis to build a more effective account plan.

The model is developed using your company-specific terminology, definitions and rules, making it easily extensible to include multiple data sets according to company-specific solution requirements. The pre-built nature of the solution reduces tedious manual coding to integrate third-party data and automates BI configuration.

Kalido solutions are typically deployed in ~100 days compared to an industry average of 12-24 months using traditional methods. With Kalido, you get:

*Experience* — a Life Sciences analytics solution proven in half of the top ten global companies.

*Speed* — a data foundation with one subject area in ~100 days; additional subject areas in 30-60 days more.

*Agility* — a solution built for change, as/when/how change occurs.

*Self-Service* — the power to manage your own data now and in future, as Business change dictates.

*Value* — fastest to build, easiest to manage, most adaptable to change, lowest cost.

## About Kalido

Kalido is a product brand of Magnitude Software, a leading provider of Enterprise Information Management software that drives real business value for customers. Magnitude Software offers a family of award-winning products, from business intelligence and data warehousing to master data management, reporting and analytics.

For more information please visit http://www.kalido.com

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