

Kalido® HCP Spend Reporting

HCP Spend Reporting (aka Aggregate Spend) has never been more in the crosshairs of federal and state regulators. With penalties that can range to \$1M/year, the costs of failure to comply and potential brand erosion are significant.

Starting in 2013, Life Sciences companies must accurately report promotional spending on all licensed Health Care Providers (HCPs) and Health Care Organizations (HCOs). Trouble is, each set of regulations is unique and subject to change over time. This has left many Life Sciences companies pondering how to implement a solution that meets today's requirements and can adapt to new requirements at both the federal and state levels in the future.

Core Requirements

HCP Spend Reporting must address:

- Data Quality: A complete and accurate accounting of HCP and HCO data – no errors, no duplication, no missing records.
- Data Aggregation / Reconciliation: Consolidated view of spend transactions by HCP or HCO across all business functions – one version of the truth.
- Reporting: Quarterly is the common external requirement, however many companies desire real-time views for internal use via their BI tool of choice.

Kalido Prescription

At Kalido, we work with our clients to smooth the process of gathering, analyzing and reporting expenditures as required by state or federal regulators. A Kalido solution for HCP Spend Reporting 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 audit-able 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 Spend Reporting 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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