

HCP Module End-to-End Workflow

Life Science CRM

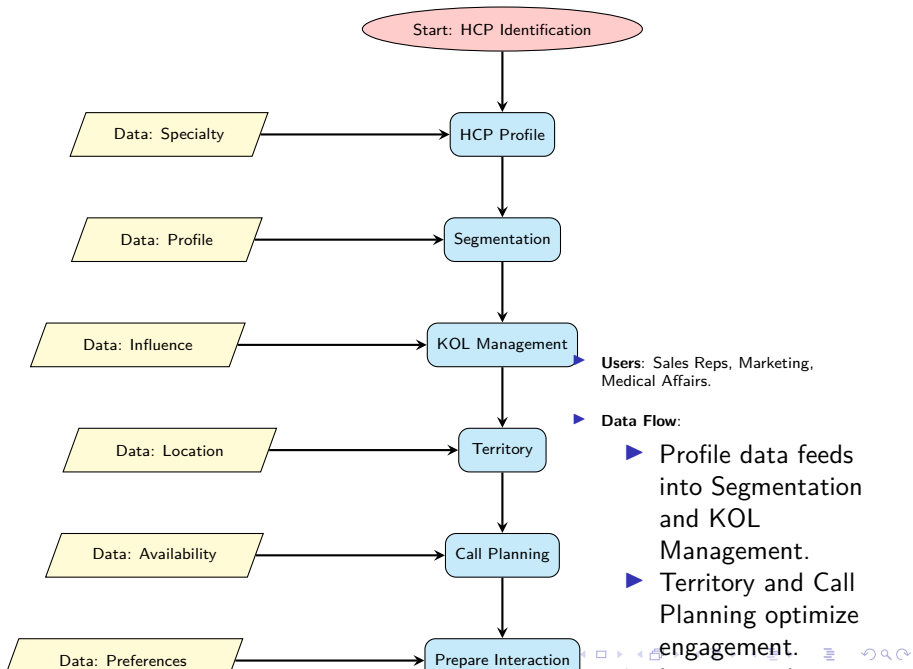
Prepared for Round 2 Interview

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Overview: Major Functions of HCP Module

- ▶ **HCP Profile:** Manage HCP data (e.g., specialty, affiliations).
- ▶ **Campaigns:** Launch targeted marketing/educational campaigns.
- ▶ **Log Interaction:** Record HCP interactions (e.g., meetings, calls).
- ▶ **Prepare Interaction:** Plan content and scheduling for engagements.
- ▶ **Territory:** Assign HCPs to sales reps.
- ▶ **Segmentation:** Group HCPs by criteria (e.g., specialty, influence).
- ▶ **KOL Management:** Identify and engage Key Opinion Leaders.
- ▶ **Accounts:** Manage institutional relationships linked to HCPs.
- ▶ **Call Planning:** Schedule and optimize HCP visits/calls.
- ▶ **Content:** Deliver tailored content to HCPs.
- ▶ **Events:** Organize and track HCP participation in events.

End-to-End Workflow



AI Enhancements

- ▶ **HCP Profile:** AI extracts data from unstructured sources, predicts preferences.
- ▶ **Segmentation:** Dynamic clustering of HCPs using AI algorithms.
- ▶ **KOL Management:** Predicts emerging KOLs based on influence metrics.
- ▶ **Territory:** Optimizes HCP assignments to sales reps.
- ▶ **Call Planning:** Schedules visits based on HCP availability.
- ▶ **Prepare Interaction:** Suggests tailored content, ensures compliance.
- ▶ **Campaigns:** Personalizes content and optimizes delivery timing.
- ▶ **Events:** Predicts attendance, automates follow-ups.
- ▶ **Log Interaction:** Auto-fills logs, classifies sentiment.
- ▶ **Accounts:** Predicts risks, suggests opportunities.
- ▶ **Content:** Personalizes content, flags non-compliance.
- ▶ **Reporting:** Generates insights, recommends next actions.

Conclusion

- ▶ The HCP Module ensures efficient, compliant, and impactful engagement with healthcare professionals.
- ▶ Key functions cover the entire lifecycle: profiling, engagement, and analysis.
- ▶ AI enhances personalization, automation, and decision-making.
- ▶ Continuous optimization drives better outcomes in Life Science CRM.