ESS DATA SOURCES

The lifecycle of the EVERSANA ORCHESTRATE™ begins with its inbound data sources. The data sources stores information that the EVERSANA ORCHESTRATE™ will poll on a recurring basis for change in data.

Depending on whether the client opted for complete commercialization services, the data sources can be hosted entirely with EVERSANA or a mix of EVERSANA and client data sources.

Sr No	Data Sources	Type Of Data	Purpose of Data
1	ACTICS	ACTICS Claims data	Claims-based insights used for audience targeting, personalization, and performance measurement.
2	DEEPINTENT	Media engagement data	Used to understand and act upon real-time digital behaviour of healthcare professionals (HCPs) or patients, based on what (newsletter, banner Ads) they are actively researching or engaging with online.
3	AGENCY	GA4	Used to track, analyse, and optimize user behaviour across digital properties like websites, apps, portals. This helps to create cohesive, personalized, and high-performing campaigns.
4	GI Oncology	Media engagement data	Used to understand what content HCPs view, what keywords they search, and what media they interact with online. This data helps to understand intent, personalize engagement, and optimize outreach in campaigns.
5	RxNT	Media engagement data	Used to understand HCP behaviour, refine targeting strategies, and drive personalized engagement across channels.
6	SFMC	Email Engagement data	Used to track how users interact with email campaigns—providing actionable insights to optimize targeting, personalize journeys, and improve conversion outcomes across channels.
7	SFMC	MVA	These are the Most Valuable Actions. These are used to track actions that are considered highly meaningful or impactful within a campaign or journey. This helps to measure engagement quality and guide next-best actions.
8	VEEVA	Rep Engagement data	Used for aligning field force activity with digital marketing efforts, enabling a seamless, personalized customer experience.
9	VEEVA	Veeva Platform data	Used for orchestrating, measuring, and optimizing HCP engagement across channels.
10	ACTICS Affinity	Affinity data	Used to identify and target healthcare professionals (HCPs) based on their interests, behaviours, and content consumption patterns—enabling hyper-personalized engagement across channels.
11	CX	Conference and Speaker program	Used to enhance personalization, targeting, and orchestration by leveraging real-world, high-touch HCP engagement insights.
12	CareMetX	Current RX data	Used to provides real-time insights into a patient's current medication journey, enabling healthcare providers and pharmaceutical companies to deliver timely, personalized interventions across multiple channels.

13	Patient Services	Pharmacy/Prescription Data	Pioneer system that pulls the e-prescription file from Surescript via Upscript and creates the EHR data in Eversana system to keep track of patient enrolment and pharmacy prescription.
14	Patient Services	EBV First Check	Patient services BRE API leveraged with only check for primary insurance soft check based on patient's input.
15	Patient Services	Amazon Dispense	To track patient's medication shipment and delivery from Amazon pharmacy dispense data.
16	Patient Services	EBV Second Check	Patient services BRE API from Medtek to perform a hard check on Patient's insurance.
17	Upscript	Telehealth Data	Patient data and medication order data entered from Upscript API stored in ESS data warehouse for client reporting.
18	Upscript	GA DATA	Google analytics data to track activities of HCP for telehealth website engagement.
19	VEEVA	Email engagement data	This data enables marketing and field teams to personalize outreach, optimize content strategy, and coordinate digital and rep-led engagements.
20	VEEVA	Call activity data	Data captured during and after rep visits or virtual calls with healthcare professionals (HCPs) using Veeva CRM. This data is used to align field engagement with digital campaigns, improve personalization, and optimize customer journeys.
21	VEEVA	Historic data	All accumulated information from past interactions captured within Veeva CRM is instrumental in creating a data-driven, personalized marketing strategy that aligns both field and digital channels over time.
22	CX	Target List	Used to identify and target a specific audience or customer segment for marketing or advertising purposes, to create more targeted and effective marketing campaigns that are tailored to the needs and preferences of a specific audience.
23	ACTICS	ACTICS Claims data	Used for audience targeting, personalization, and performance measurement.
24	CX	Conference data	Used to enhance personalization, targeting, and orchestration by leveraging real-world, high-touch HCP engagement insights.
25	CX /Data & Analytics	Target List	Used to identify and target a specific audience or customer segment for marketing or advertising purposes, to create more targeted and effective marketing campaigns that are tailored to the needs and preferences of a specific audience.
26	Eversana MDM	MDM data	Contains single master record for HCPs. This information has been de-duplicated, reconciled and enriched, becoming a consistent, reliable source.
27	ASPN data	Pharmacy data	Used for Rx activity, keeping track of how many scripts are written. Also, for triggering suggestions for PA incomplete substatus of prescriptions and measuring business impact.
28	CX	MEAL_SPEND	To track expenses related to HCP meal engagements.
29	CX	Geography Data	Used for segmentation and targeting.
30	CX	Competitor data	Used for segmentation and targeting and for channel optimization.
31	SFMC/Veeva	Profile data	This data is crucial for building targeted, personalized, and compliant engagement strategies.
32	Salesforce marketing cloud and Veeva	Engagement Data	Used for aligning field force activity with digital marketing efforts, enabling a seamless, personalized customer experience.
33	ACTICS	ACTICS Claims data	Used for audience targeting, personalization, and performance measurement.

34	Eversana ACTICS Synthetic Affinity model	Affinity Data	The Orchestrate Engine will consume affinity data from the standardized 'affinity objects model.' This model is represented by a group of objects in the Client's schema presentation layer, which are related to each other and created by Eversana Actics Synthetic Affinity model.
35	DEEPINTENT	Media engagement data	Used to understand and act upon real-time digital behaviour of healthcare professionals (HCPs) or patients, based on what they are actively researching or engaging with online.
36	RxNT	Media engagement data	Used to understand HCP behavior, refine targeting strategies, and drive personalized engagement across channels.