

Life Science

1. Drug Discovery & Research

- Scientists identify targets (like proteins or genes) and test compounds in labs.
- Uses tools like AI, bioinformatics, and lab experiments.

Who's involved:

- Researchers, scientists, bioinformaticians.

CRM Relevance:

- Not much Salesforce here—mostly scientific software.

2. Preclinical Development

- Lab tests on animals or cell lines to check safety before human trials.
- Submit data to regulators (like FDA) to get approval for human testing.

Important: Investigational New Drug (IND) application.

Who's involved:

- Research teams, regulatory affairs.

CRM Use:

- Possibly document tracking, regulatory submission monitoring.

3. Clinical Trials (HUGE focus area for Salesforce!)

This is the core area for Life Sciences Cloud.

Example Clinical Trial Phases:

- Phase I: Safety on small group (healthy people)
- Phase II: Effectiveness on patients (100–300)
- Phase III: Larger trials (1000+), more data
- Phase IV: After-market monitoring

Key Processes in Clinical Trials:

- Site Selection: Which hospitals/doctors (HCPs) will run the trial.
- Patient Recruitment: Finding suitable trial participants.
- Investigator Management: Working with doctors who lead trials.
- Monitoring: Tracking patient data, adverse events, consent.
- Compliance: Ensuring adherence to protocols (GxP, FDA rules).

Who's involved:

- Clinical Research Associates (CRAs)
- Investigators (doctors)
- Study coordinators
- Patients
- Regulatory managers

Salesforce Use:

- Manage relationships with sites/investigators
- Track patient journeys, consents, issues
- Monitor trial performance
- Case management (adverse events, questions)

4. Regulatory Approval

- After trials, companies submit data to regulators like FDA, EMA.
- Get drug or device approval.

Application: New Drug Application (NDA) or Biologics License Application (BLA)

Who's involved:

- Regulatory teams, quality assurance

CRM Use:

- Document management, collaboration
- Compliance workflows

5. Commercialization & Post-Market

Now the drug/device is approved and sold.

Includes:

- Sales Rep Management: Reps talk to doctors (HCPs) to promote the product.
- Medical Science Liaisons (MSLs): Share scientific info with HCPs.
- Medical Inquiries: Doctors ask about drug use, side effects.
- Adverse Event Reporting: Patients or HCPs report side effects.
- Patient Support Programs: Help with insurance, access, education.

Who's involved:

- Sales reps, MSLs, medical affairs, patient services

Salesforce Use:

- HCP 360: Track all interactions with healthcare professionals.
- Patient Services Console: Track patient journeys.
- Medical inquiry case management.
- Field service (for devices).
- Consent and privacy tracking (HIPAA, GDPR).