

Customer 360 for Life Sciences

Benefits

360-degree views of healthcare organizations and professionals so you can:

- Empower the business to focus on what's relevant with trusted and actionable customer data delivered quickly
- Spend less time finding and fixing data with contextual data stewardship, task prioritization, efficient workflows, and automation
- Achieve a quick time to value for MDM with a solution built with industry expertise and designed exclusively for the life sciences industry

Thrive in a Changing Pharma Landscape With Master Data Management

The ongoing healthcare landscape evolution calls for pharmaceutical companies to continually find new ways of doing business and new approaches for recognizing and fulfilling customer needs. Consolidation throughout the healthcare industry has shifted, changing from single healthcare organization (HCOs) customers to complex networks of interdependent affiliations, with significant shifts in the decision-making process as a result.

And as direct access to physicians continues to shrink, investments in digital marketing have been on the rise. At the same time, there have also been key changes in regulatory compliance—such as the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and others—which call for increased oversight and transparency. Then too, patient engagement patterns have become more direct-to-consumer with digital enablers like telemedicine, search, and social media.



Rise of organized customers

Horizontal and vertical consolidation

Significant shift in decision making



Investment in digital marketing

Digital touchpoints more than personal detailing

Physician access continues to decline over time



Changes in compliance

GDPR Compliance

Transparency



Patients engage in a "millennial" fashion

Telemedicine

Social Media/Digital footprints

A trusted customer profile, built with master data management will help pharmaceutical companies address these healthcare industry trends in a more meaningful way.

In response to these industry-altering trends, life sciences companies are implementing new strategies which include:

- New commercial models such as value-based contracting
- Key account management
- Multichannel marketing
- Pricing optimization

To remain agile and enable these new strategies, companies turn to trusted customer data and a single customer view, delivered through a master data management (MDM) solution. This allows them to empower their sales, marketing, and executive teams to focus on what's relevant. In doing so, they are effectively navigating their own data-driven digital transformation by fueling the actionable insights they need to remain competitive.

Customer 360 for Life Sciences

Customer 360 for Life Sciences is an intelligent MDM solution designed specifically to address the challenges of the new healthcare economy with the ability to scale with future needs. Combining the domain knowledge of ZS Associates and Informatica® best-in-class multidomain MDM, the solution ensures you're prepared to meet healthcare's future demands. It helps you to navigate the critical and essential steps to success when implementing an MDM solution in the pharmaceutical industry, including:

Create a clear definition of your customers—whether they're hospitals, group practices, pharmacies, accountable care organizations (ACOs), nursing homes, or other providers

- Preconfigured UI layers designed for business users and data stewards which reflect the changing customer landscape
- The ability to create mutually exclusive and collectively-exhaustive customer categories for classifications
- Accommodate new customer types quickly and seamlessly with a configurable standard List of Values

Develop a real understanding of your data and its intended usage

- Understand your data sources (profile data, data quality, reporting on the health of the data/KPIs/dashboards), including how accurate and complete the data is
- Apply business context to the data, e.g., valuation scoring for data stewardship priority and reduce the manual effort of data stewardship
- Import data from other sources to round out the customer profile with added context
- Standardize how to integrate new data sources to add them quickly—and maximize your investment from the data source as well as your MDM system

Ensure data stewardship and quality

- Set priorities and guidelines for data ownership, modifications, use, and completeness.
- Data stewards can prioritize tasks by leveraging valuation scores for each profile
- Align data governance and stewardship with business priorities for cross-team collaboration
- Execute change data requests (CDRs) which are initiated and completed in Veeva, directly in your MDM instance with the appropriate governance and workflows

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

With Customer 360 for Life Sciences, your teams have access to the actionable data they need to make fast, confident, and customer-focused decisions. It allows for:

Superior user experience. An accurate, current, connected and complete view of customers equips your operations, marketing, sales, service, and other teams with strategic data management capabilities that enable richer conversations and more informed interactions.

Contextual and efficient data stewardship. Machine learning and automation reduce the manual effort required to steward master data with smart suggestions to configure, integrate and build relationships in your data and reveal networks, such as co-location affiliation recommendations.

Accelerated innovation and time to market. An extensive library of industry-specific use cases, prebuilt role-based workflows, user-friendly configurable dashboards, standardized business processes, data models and more have been designed into the solution, all of which leverage micro-services and machine learning, helping to reduce customization of MDM projects.

Next Steps

These elements are designed pharmaceutical industry requirements with flexibility and agility, delivering enterprise scalability, so you can transform your business as healthcare continues to evolve and meet the most demanding customer initiatives for delivering rapid value and continued innovation with trusted data.

Learn more about Informatica's life sciences solutions [here](#).



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