



# Uncover the Power of Data for Life Sciences

Improved customer engagement,  
faster product launches, better  
health outcomes





## Life sciences organizations are looking at data in new ways

Life sciences organizations are facing unprecedented legal, market, and regulatory pressures. Business leaders have to rapidly adapt to new commercial, R&D, and compliance models. And become more customer- and patient-centric.

The COVID-19 pandemic raised the importance of digital capabilities and trusted data for clinical, commercial, and patient engagement purposes. Your ability to use and analyze timely, accurate data became even more urgent and essential. And life sciences companies have become more data-driven as a result, driving innovation and resilience. And delivering new therapies sooner.

Traditionally, information in life sciences has been pieced together through expensive, disparate legacy systems with little or no access to consolidated or real-time data, making it difficult to leverage newer technologies like mobile apps, artificial intelligence (AI), machine learning (ML), and advanced analytics.

Fragmented, poor-quality data often contributes to delayed or unsuccessful clinical trials. And it gets in the way of using technology innovations to enable virtual clinical trials with remote data collection and effective recruiting of principal investigators and study participants. Delayed clinical trials lead to higher costs, limited innovation, and postponement or loss of revenue.

Using unified, trusted data to drive simplified, patient-centric and omnichannel clinical trial experiences is key to addressing these issues. Collecting and managing data using the latest technology such as secure cloud operations services, AWS-native MDM for a trusted data foundation, and ML services for insights are becoming an integral part of the solution.

For more information, view our recorded webinar with AWS and Moderna: [“Simplifying Patient-Centered Clinical Trials with Trusted Data Foundation & ML Practices.”](#)

Commercial teams bringing new drugs to market also face challenges: incomplete and inaccurate data for healthcare providers (HCPs) and healthcare organizations (HCOs), the potential for inefficient alignments and account planning that reduces sales effectiveness and efficiency, likely delays in product launches, the risk of inaccurate reporting to regulators, and noncompliant customer communications.

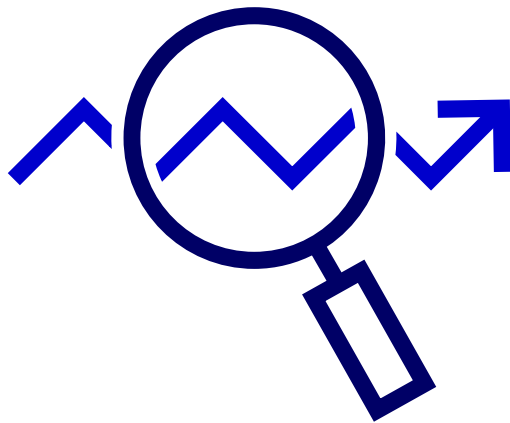
To rise above these data-driven challenges and focus on innovation, you need a trusted data foundation uniting core data under one virtual roof. [Our modern cloud-native SaaS master data management](#) (MDM) platform provides a single source of truth for your core data domains—HCPs, HCOs, products, payers, clinical studies, sites, patients, investigators. In addition to using unified, timely data vital for your business processes and analytical insights, you can easily see relationships across these domains to discover new opportunities.

For streamlined clinical trials and successful product development fueling innovation and growth. For improved physician experiences and sales effectiveness. For easing compliance with various regulations. Ultimately, getting life-saving therapies into the hands of patients sooner and with greater efficiency.

“There is no greater challenge for healthcare and life sciences organizations than ensuring that their digital transformation along with better data management will improve patient outcomes, increase operational efficiency and productivity, and [produce] better financial results,” commented IDC.<sup>1</sup>

<sup>1</sup>The Data Dilemma and Its Impact on AI in Healthcare and Life Sciences, IDC, 2021, <https://blogs.idc.com/2021/06/23/the-data-dilemma-and-its-impact-on-ai-in-healthcare-and-life-sciences/>

# Accelerate R&D and clinical trials



Unified, timely data streamlines research and development operations and clinical trials, making it easier and faster to gain critical insights and make smarter decisions. So instead of spending time assembling data from multiple systems to prepare clinical study submissions, you can put your efforts into adapting new technologies, aligning with market demands, and focusing on running efficient, fully enrolled clinical trials—leading to shorter time to market.

With connected, high-quality physician, clinical study, site, and patient data available in real time you can:

- Identify the best sites and investigators for clinical study
- Achieve full enrollment across ethnicities and other demographics
- Reduce data-related issues and delays during trial execution
- Automate collaboration and reduce manual effort

And with insight-ready data activating your analytical systems, you can make better and faster decisions in segmentation and program management, quickly identify issues, and predict site performance—which can make the difference between the success and failure of your clinical studies.

# Uncover affiliations and relationships in real time

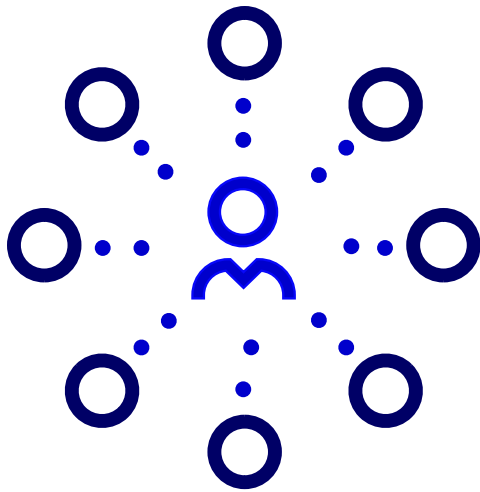


With our real-time, [API-led connectivity and no-code/low-code integration](#) development options coupled with graph technology, we blend your data from all sources, uncover relationships, and enable actionable insights. So you have a clearer picture of your customers—HCOs, HCPs, IDNs, GPOs, payers, key opinion leaders (KOLs), and patients—and your operations.

When you adopt a multidomain, cloud-native MDM solution you can:

- Manage complex professional and organizational relationships across HCOs, HCPs, IDNs, and GPOs
- Fully understand competitive and regulatory landscapes
- Improve the patient experience for ensuring adherence to prescribed regimens (and providing support where needed)
- Automate collaboration and reduce manual effort

With comprehensive data, relationships, and insight delivered in real time, you improve account-based selling and increase sales efficiency. You hyper-personalize physician experiences and drive effective patient education and digital health programs. And you make product launches faster while simplifying compliance.



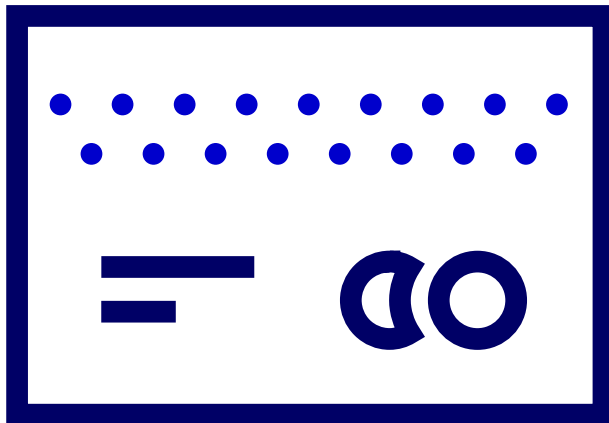
## Making connections: Modern MDM for robust customer engagement

Your life sciences organization needs a clear understanding of your customers (HCPs, HCOs, payers, KOLs, and patients) to provide them relevant information at the right time. Via the channel of their choice. Our solution provides a timely and comprehensive customer view for effective engagement. Leading to improved customer loyalty, increased market share, and better business outcomes.

Some of our platform features that drive robust customer engagement include:

- Access to consolidated, trusted customer 360 data in real time including relationships, transactions, and interactions
- Reltio for Life Sciences velocity pack with an industry-specific data model, configurations, integrations to third-party data sources, and a pretrained, industry- and domain-specific ML model for match/merge
- Hierarchy management for HCOs and payer organizations
- Single source of truth for all core data in one platform, regardless of its source or format
- Intuitive, contextual UI that empowers all users—field sales reps, marketing reps, medical practitioners, and brand specialists
- Real-time APIs and connectors to activate trusted data across systems and consistently support customer interactions

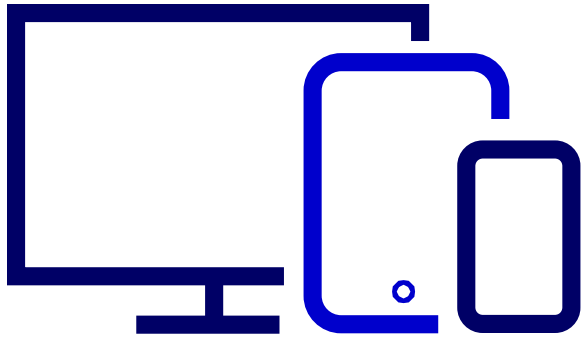
# Pre-commercial planning: MDM to enable and optimize new product launches



There may be no more crucial time in the drug commercialization cycle than the time between an NDA submission and when the product hits the market. You need a sound data strategy for successful product launches. Access to reliable customer, product, and competitive data supports timely launches, allowing you to fully understand your customers and payer organizations. And to take advantage of the critically limited time between the product launch and when patent protection runs out.

Our cloud-native MDM platform helps you identify and understand key opinion leaders (KOLs) who need to hear about the product first—and then to make KOL data available to medical information teams. Our solution helps you:

- Equip the sales force with target launch plans at the territory and physician levels
- Enable account-based selling with IDN and GPO affiliations
- Provide relevant messaging to customers about cost, efficacy, and safety compared to the competition
- Organize the launch and ensure continuous frontline feedback
- Deliver integrated and consistent information to market access, patient services, medical affairs, regulatory, and commercial teams



## The consumer experience: Patient 360 data to improve patient experiences and outcomes

Patients are increasingly taking greater control of their own healthcare decisions. They use the internet, social media, and other digital tools to seek information on product safety and efficacy. Our platform ensures reliable data to support omnichannel patient engagement and activates data-driven insights that can improve healthcare outcomes.

Healthcare organizations use our solution to create a full, 360-degree understanding of their patients: their treatment regimens, adherence notes, how they are introduced to specific treatment regimens, and their outcomes. Similarly, pharmaceutical companies use our solution to analyze the patient ecosystem and identify additional opportunities to assist patients with various support campaigns and programs.

A similar consumer experience occurs in the over-the-counter (OTC) market, in which decision makers are the patients themselves, as opposed to the physicians prescribing the drugs. Data-driven applications correlate consumers' profiles with interactions with the healthcare system, HCPs, and OTC manufacturers. Leading to insights that help companies create better products and services, better engagement, improved adherence, and stronger patient relationships.



# Compliance: Meeting regulatory requirements



Compliance requirements for highly regulated industries such as life sciences are complex, and the penalties for noncompliance can run into billions of dollars. And thousands of hours can be spent annually due to the data management required to generate complex regulatory reporting.

We help you bring together disparate streams of internal and external data—HCOs, HCPs, products, locations, data consent records, and more—with relationships, transactions, and interactions so you can simplify compliance with:

- The U.S.-based Open Payments Program (Sunshine Act) that requires reporting payments to HCPs and HCOs that prescribe your drugs and medical devices
- The [Identification of Medicinal Products \(IDMP\)](#) regulation that facilitates unique identification of medicinal products across the globe in the context of pharmacovigilance and safety
- [Data privacy](#) regulations—HIPAA, GDPR, and more—that require managing protected healthcare information (PHI) and personally identifiable information (PII) in accordance with the data subject's consent

For more information on security, certifications, and how we protect your data, read our [technical brief](#).

# Why Reltio Connected Data Platform and AWS for cloud-native data management for life sciences

[Reltio Connected Data Platform](#), our first-of-its-kind, cloud-native SaaS MDM platform, unifies, standardizes, and enriches multisource data into a trusted source of information for your operational and analytical systems. Our modern, multitenant data management SaaS solution runs natively on [Amazon Web Services](#) (AWS). It cleanses and organizes enterprise data to activate hyper-personalization, streamlined clinical trials, increased sales effectiveness, and simplified compliance—all at scale.

Our [Reltio for Life Sciences](#) velocity pack helps you get up and running quickly with an out-of-the-box data model and configurations.

Prebuilt integration using DEA and NPI connectors, as add-ons—plus tools that enable rapid integration with other systems—make connecting your many data sources and applications faster than you might think.

The bottom line: our tailored solution speeds your time to value as it automates core data management and provides you the trusted data foundation to innovate and drive business growth efficiently.

## WHY AWS

AWS is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

LEARN MORE ABOUT RELTIO  
FOR LIFE SCIENCES

## ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's cloud-native master data management (MDM) SaaS platform unifies—in real time—core data from multiple sources into a single source of trusted information. Leading enterprise brands—from more than 140 countries spanning multiple industries—rely on our award-winning solution to turn data into their most valuable asset.

To learn more, visit [www.reltio.com](http://www.reltio.com)

US +1 (855) 360-3282

UK +44 (800) 368-7643

 @Reltio

 [facebook.com/ReltioHub](https://facebook.com/ReltioHub)

 [linkedin.com/company/reltio-inc](https://linkedin.com/company/reltio-inc)



**RELTIO**