Tools of the Trade

Deloitte Launches ExaLink, a Multi-Services Platform
FOR COMMERCIAL OPERATIONS

▶ *Trending now: New platform helps pharma companies transcend legacy enterprise systems.*

DELOITTE HAS released a hybrid cloud-based, multi-services platform, ExaLink, to help life-sciences companies transform their commercial operations processes through innovative technology, compliance knowledge, and managed services operations related to commercial contracts, increasing government regulation, and pricing pressures.

"Our vision is to address the issues that have been impacting our pharma clients as they pursue cost efficiencies, while gaining greater visibility into critical commercial activities," says Mel Walker, managing principal, Deloitte Advisory, Deloitte & Touche. "Business decisions today are often stalled due to lengthy software updates and slow system response times. We designed ExaLink as a true hybrid cloud platform that offers data security and scalability, operational management and access to business information that simply didn't exist previously. Data functions that are cost centers can now be value drivers because of greater focus into pre-deal analysis, post-deal monitoring, pricing discrepancies, and the identification of lost revenue."

ExaLink can incorporate new or changed compliance requirements and address their impact on pricing strategy; and remain in control of business performance, methodologies, and processes while eliminating system maintenance and upgrade expenses.

The client portal allows immediate and mobile access to integrated business insights; can create day-one dashboards that enhance pricing decisions and contract negotiations; gives full visibility into workflows; and offers quick access to analysts and industry specialists with years of experience.

Mel Walker

Veeva Brings Together Real-time Collaboration and Compliance in the Cloud

Jennifer Goldsmith

Veeva Systems has integrated Veeva Vault with Microsoft Office Online to unite leading cloud innovators and best-of-breed enterprise applications, delivering real-time, collaborative authoring in a compliant way.

Veeva Vault is a content management platform and suite of applications that delivers a single source of truth for content and data across the enterprise.

Veeva Vault not only manages regulated documents, but also the information for product development and commercialization processes. Together with Office Online applications such as Microsoft Word, Microsoft PowerPoint, and Microsoft Excel, customers can author, review, and approve files online and work together with greater ease.

"For life-sciences customers, it's a race against time in bringing treatments and life-saving products to market," says Jennifer Goldsmith, senior VP of Veeva Vault. "Seamless integration of Veeva Vault with Office Online will boost customer productivity by unifying applications and business processes to respond faster and improve compliance."

Additionally, Veeva Systems has launched Zoom video and web conferencing capabilities embedded in Veeva CRM Engage applications to enable seamless digital engagement between life-sciences companies and healthcare professionals (HCPs).

Embedding Zoom enables Veeva to integrate video and web conferencing capabilities natively into Veeva CRM Engage applications. Zoom delivers best-in-class video performance even in low-bandwidth environments, providing customers and HCPs the quality and reliability they need to interact and collaborate online. **PV**

Updates

ArisGlobal has released TotalSafety 7.3, the latest enhancement to its safety suite. Features include a new interface empowering users to create custom views, improved follow-up data reconciliation, and workflows.

Clinerion has a new version of its Patient Recruitment System (PRS), adding speed, a library of protocol statements, collaboration tools, and an updated look and feel. New in version 4 of PRS is the collaboration feature, which allows multiple users to access the same protocol at the same time. Users can transfer edit rights from user to user and can see the current editor's changes.

Deloitte has updated its ConvergeHealth Miner platform to support tools from the Observational Health Data Sciences and Informatics (OHDSI), as well as the Observational Medical Outcomes Partnership (OMOP) common data model. The suite is now capable of supporting the OMOP common data model, as well as the broader set of OHDSI tools, as part of its cloud-based, big data solution for evidence management.

ERT has made enhancements to its Insights Cloud trial oversight solution that enables trial sponsors and CROs to collaborate by sharing electronic monitoring visit reports and issue management, tracking, and reporting. In addition to integrating data from all trial sources, the solution is now using these same concepts to drive monitoring workflows and leverage data captured in trip reports as new electronic data assets. Protocol deviations and violations, site issues, and action items are electronically captured and integrated into Insights Cloud.

eXL pharma

PRESENTED BY THE CREATORS OF

DIGITAL PHARMA

December 1-2, 2016
Sonesta Philadelphia Rittenhouse Square
Philadelphia, PA

5th CONTENT MARKETING FOR LIFE SCIENCES CONFERENCE

Find the Nexus for Content, Channels, Technology, Analytics and Compliance to Provide THE Integrated Customer Experience

Join the makers of the Digital Pharma Series™
as we explore the nuances of content marketing with our global network of life sciences experts.

A Snapshot of Our Speaking Faculty:

Javier Boix
Senior Director, StoryLab, Corporate Communications
ABBVIE

Sue Duvall
Head, North America Advertising and Promotion
MYLAN

Tim Howland
Associate Director, Head of Digital Communications
BIOGEN

Leo Londono
Customer Experience Lead, Digital Marketing and Strategy Director
PFIZER, INC.

Gulden Mesara
Vice President, Global Commercial and Health Communications
ABBVIE

Gizem Ozbay
Global Patient Marketing Lead
ABBOTT VASCULAR

Buddy Scalera
Senior Director, Content Strategy
THE MEDICINES COMPANY

Lucy Abreu
Director of Corporate Communications
OTSUKA PHARMACEUTICALS

Julissa Viana
Senior Director, Corporate Communications/ Global Social Media
CELGENE

Yechiel Engelhard, M.D.
*Senior Director, Patient Technologies*
TEVA PHARMACEUTICALS

We've Expanded the Digital Pharma Series™ Universe to Bring You Clear Insights Into:

- Creating a Service Sharing Center for commercial applications development and maintenance
- Better connecting specialty medicine with **content strategy**
- Leveraging **storytelling** to its maximum potential in a call to action
- Connecting content, channels and analytics to provide a **more integrated customer experience**
- Aligning the **patient journey** with your commercial strategy through content marketing
- Successfully utilizing **social media** to raise awareness in clinical research: the art of sequencing content development, promotion and engagement strategies
- Using a **mobile content strategy** to share content and connect with consumers
- **Upgrading** web content to the next level through the use of a web content management system to generate mobile apps
- Analyzing **successful multichannel CMS strategies**
- **Identifying** measurement techniques — assessing the KPIs that will accurately measure against your business goals

Use discount code: C818PV

Sponsored By:

SEISMIC

bigtincan™

#pharmacontent

Life Sciences Customer Engagement
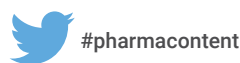
To Register Call 866-207-6528 or Visit Us at www.exlevents.com/content