



StayinFront **Life Sciences**



StayinFront Life Sciences delivers and supports global CRM solutions for the biopharmaceutical industry. It is a powerful tool that helps leverage customer and market information to enhance sales and marketing effectiveness.

From product design, implementation and training to infrastructure, support and compliance, StayinFront Life Sciences provides solutions that address challenges specific to the biopharmaceutical sector. This enables sales teams to sell more and manage customers, sales and marketing support better.

Challenges of Biopharmaceutical Sales Addressed by StayinFront Life Sciences

Understanding the nuances of each account and tailoring a solution specific to the physicians, specialists or institutions to secure and grow market share.

Knowing what the data in your CRM system means so that you can stay on target and on message, and show a consistent improvement in sales.

Identifying and cultivating relationships with key opinion leaders (KOLs) to help educate the medical community on the value of your pharmaceutical brands.

Understanding what parts of the marketing and promotional spends are insuring interest in your brand and realizing the greatest return on investment:

Complying with government regulations.

Solutions to Critical Business Needs

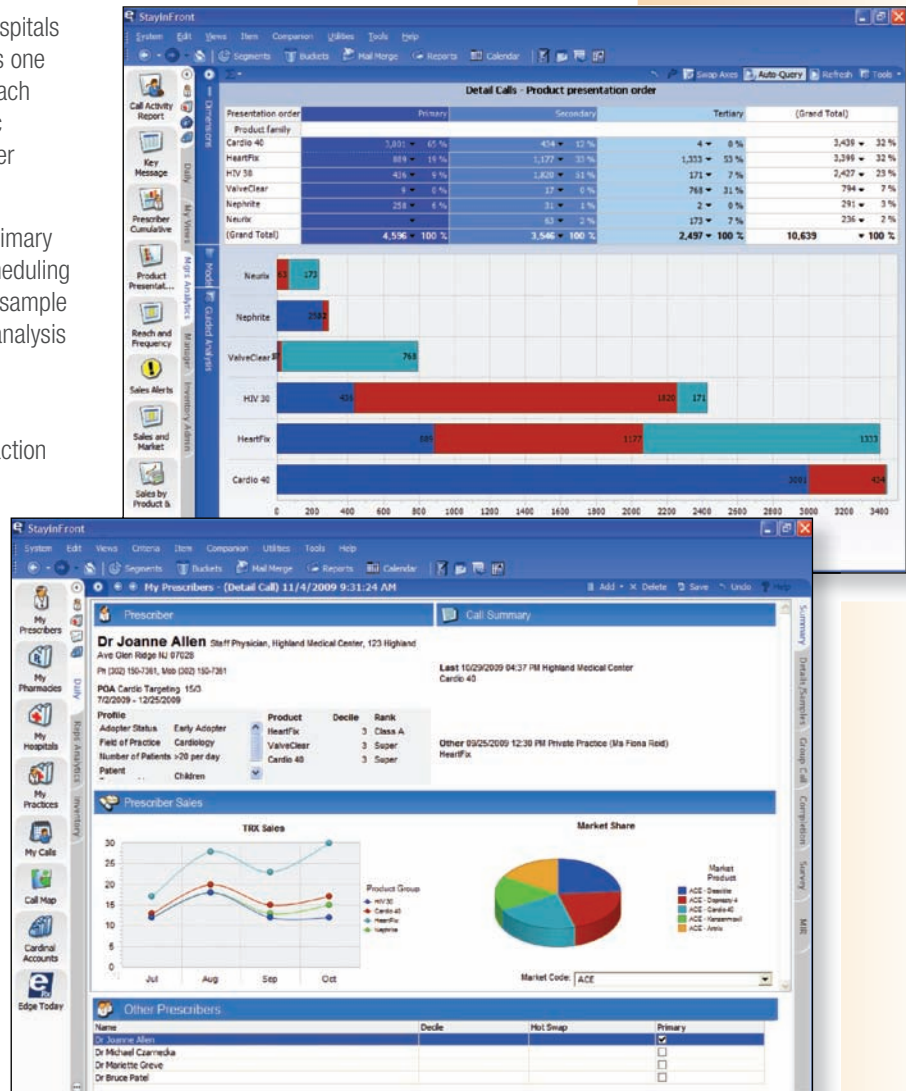
From primary care, specialty care and managed care to hospitals and healthcare institutions, StayinFront Life Sciences offers one system that provides the CRM and analytic tools to meet each organization's critical business needs. It offers role-specific solutions to more effectively manage and leverage customer relationships.

Primary Care – A broad range of functions support the primary care sales organization, including targeting, automated scheduling and call reporting, structured call notes, expense tracking, sample inventory management, electronic signature capture, and analysis of third party data.

Institutional & Specialty Sales – Powerful tools include account, department & contact profiling; goal setting and action plans; formulary & protocol tracking; organization & individual affiliations; account sales and payor data; contact history; call planning & scheduling; group calls; expense tracking.

Managed Markets – Targeting the needs of the managed markets teams, StayinFront Life Sciences' functionality includes customer profiling, key account plans, contract management, formulary management, and health outcomes.

ONE SYSTEM PROVIDES THE CRM AND ANALYTIC TOOLS TO MEET YOUR NEEDS



Sales Managers – Providing details and activity for individual doctors and cumulative data for districts, regions or nationally. Manager functions such as FAR's (Field Activity reports), sample inventory tracking and expense approvals are core to StayinFront Life Sciences.

Management & Administration – A broad range of reports and dashboards delivers up-to-date information regarding field activity and associated sales performance. Home office users can view details and activity for individual doctors and cumulative data at the district, region or national levels.

Medical Science Liaisons (MSL) – Provides the ability to maintain and track thought leader and key opinion leader (KOL) relationships, as well as tracking the dissemination of clinical and technical information and implementation of educational programs.

Marketing – Marketers can plan programs, disseminate marketing collateral and media to the field, as well as analyze use of marketing messages, and plan, execute and measure multi-channel campaigns and events.

Sample Accountability & Compliance – StayinFront Life Sciences enables sample accountability, compliance and fulfillment teams to comprehensively track and report on all areas of disbursements, including prescription and OTC products.

Features of StayinFront Life Sciences

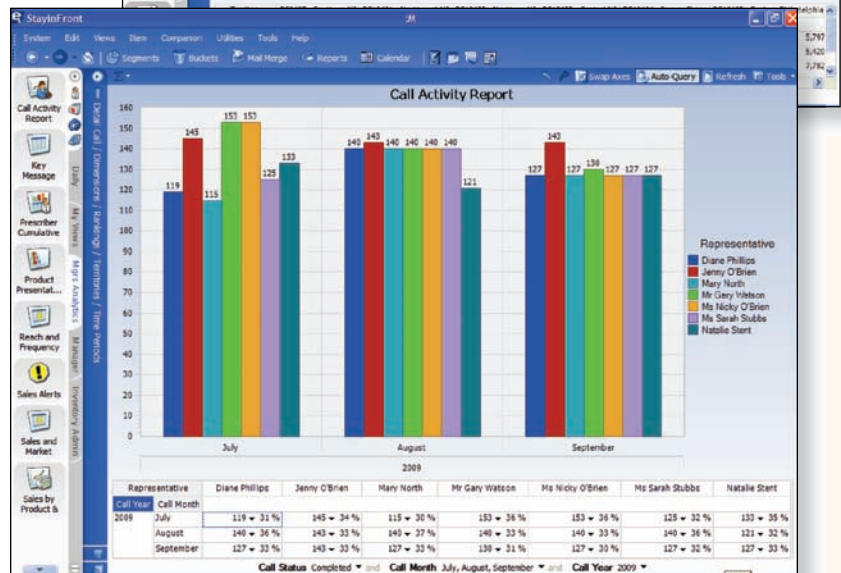
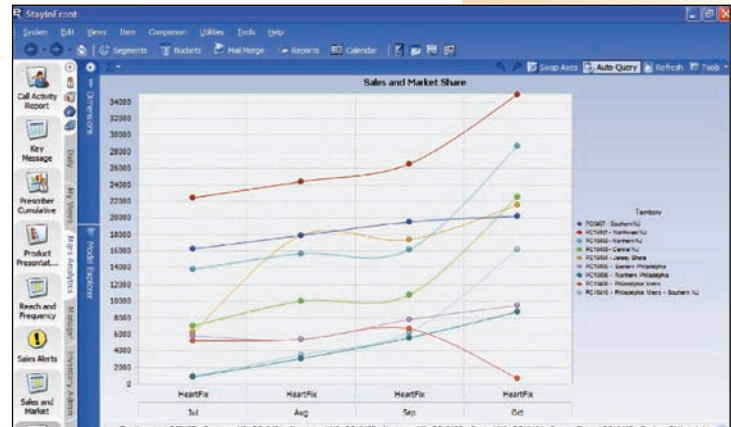
Targeting – Enables users to profile many customer types, including healthcare professionals, providers, group practices, hospitals, pharmacies and insurance plans.

Call Planning - Users can create and execute recurring call schedules based on any information in the system, including call frequency, call plan target status, and target rank by product.

Call Reporting – Enables quick capture of structured call information including detailing, messages, reactions, sampling, signatures, as well as planning next call objectives.

Data Integration – Business information can be incorporated from multiple sources, including third- party data providers and other corporate information systems.

Inventory Management – Reps can more easily manage field sample activity and inventory by product and lot number. Sample inventory disbursement and inventory changes can be recorded.



PROFILE MANY CUSTOMER TYPES AND EASILY MANAGE FIELD SAMPLE ACTIVITY

HOSTED

Hosted solutions at any scale, ensuring higher service levels, fewer service issues and quicker issue resolutions.

ON-DEMAND

Fast, reliable SaaS-based deployment with StayinFront EdgeRx On-Demand CRM for Life Sciences.

ON-PREMISE

Integrated solutions for your entire enterprise.

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