



# Mobile CRM Solutions for Life Sciences



## Maximizing Field Force Effectiveness

StayinFront TouchRx® is an advanced SaaS mobile CRM application built to address the needs of life sciences companies. Easy access to critical CRM information and a vast range of out-of-the-box functionality enables reps to effectively **manage their territories, maximize their communication and engagement** with HCPs and **capture, track and store** key aspects of their activities, quickly and easily.

Support all of your field teams, from **primary care, specialty care and field managers**, to **medical science liaisons** and **managed market** account executives with the necessary functionality and access to critical CRM information.



**Do More.**  
Speed. Simplicity.  
Compliance.

Tools reps need to plan, communicate, and react faster.

- Advanced targeting tools
- Call reporting and presentations
- Contact/Organization profiling
- Sample management
- Medical information request
- Expense tracking and more



**Know More.**  
Integrated Actionable  
Analytics.

View and analyze data from CRM and external data sources to gain insight.

- Understand trends
- Monitor and track sales performance
- Compare territory performance
- Optimize and direct ongoing sales and marketing initiatives



**Sell More.**  
Engage  
and Educate.

Engage and respond to HCPs with targeted, relevant and integrated messages

- Integrated Closed Loop Marketing presentations
- Deliver targeted messages
- Respond quickly with approved messages and documents

## TouchRx is configurable by role, PDMA-compliant and integrates with other leading vendors in the life sciences industry

### Key Features and Functionality

- User Configurable Dashboards
- Territory Management
- Time Off Territory Management and Requests
- Customer Segmentation & Targeting
- POA Call Cycle Planning & Scheduling with Calendar Integration
- Individual and Team Selling
- Google Maps Integration
- Group Calls
- Closed Loop Marketing
- Sampling & e-Signature Capture
- Sample Inventory Management with Acknowledgement of Content (AOC)
- Expenses / Aggregate Spend Management
- Surveys
- Campaign & Event Marketing
- Fully Integrated Analytics
- Fully Integrated Content Management Tools

### Integrated Content Management System or Solution

**StayinFront Briefcase™** simplifies version control, content management and the distribution of approved, outbound messages and documents. Reps can quickly respond to HCPs with approved, relevant messages. Overall impact can be monitored with built-in analytics and dashboards.

### Anytime, Anywhere Mobile Access

StayinFront TouchRx mobile CRM supports all essential functionality that reps depend on every day to do their job.

### Mobility Options



Apple iOS



Microsoft Windows

Run on iPads and Windows tablets.

### Easy Fast Deployment

Get your teams up and running quickly. TouchRx can be downloaded and in the field in minutes – upgrades are automatic.

### Seamless Integrations for Greater Efficiency and Compliance

StayinFront has pre-built data integrations with industry leading firms such as Concur, MedPro Systems and RxS – saving sales reps valuable time while improving compliance and accuracy of data.

