



FACT SHEET APEXON & SALESFORCE

SALESFORCE FOR PHARMA & MEDTECH



Scale patient engagement and deliver faster business results with purpose-built solutions from a trusted Salesforce implementation partner

Pharma and MedTech companies work hard every day to create a healthier world and discover preventions and cures for complex health conditions. But the rapidly evolving expectations of patients and providers and changing healthcare landscapes make it challenging to meet demands.



As an experienced Salesforce implementation partner, Apexon can deliver a robust life sciences platform capable of:



Accelerating R&D Innovation

Reduce time to market by integrating systems and teams on a single, secure platform that is accessible from any device. Strengthen patient recruitment and retention with personalized engagement management and transform therapy development with a holistic view of trials.



Connecting Patient Experiences

Bridge the silos in patient engagement by delivering therapeutic-specific support programs at scale, creating connected personalized engagement journeys, patient education and tracking performance with built-in.



Transforming Virtual Sales

Deliver a fully connected virtual selling experience on a single platform to accelerate positive business results. Drive engagement beyond video conferencing and close more business with intelligent, actionable insights, analytics and AI.

SOLUTIONS

Apexon has a 4-pronged approach to address the needs of modern pharma and MedTech companies:

| | SOLUTION | OUTCOME |
|---|--|---|
|  Clinical Trial Patient Engagement Management | Manage connected patient journeys encompassing targeted campaigns, volunteer enrollments, appointment scheduling, activity reminders, post appointment wellness surveys, and continuous patient education and adverse events monitoring – all in a single platform of engagement | Increase adherence to protocols and probability of success in finding breakthrough treatments, increased enrollment rates, better quality of referrals, reduction in volunteer drop-off or no-shows, educate patients and bring transparency about risks and benefits |
|  Medical Inquiry Management | Provides a workflow orchestration solution to curate personalized responses to medical/clinical inquiries from physicians and key opinion leaders | Build trust in products and accelerate the capture of market shared |
|  Accelerate Patient Services Programs | Helps patients to easily enroll in therapy-specific support programs, personalized care coordination, continuous wellness education, and deriving actionable insights from connected devices plays a significant role in ensuring patients are following the right protocols | Pharmaceuticals help patients get the support they need to effectively manage their treatment plans, that in turn defines the sustained effectiveness of their products |
|  Mobilize Intelligent Sales | Centralizes territory, account, and product data to standardize processes, automate tasks, and surface insights on any device | Field sales and medical sales liaisons can view sales territories, opportunities, medical inquiries, sample requests, and field inventory all in one single system in real-time |

SYSTEMS OF ENGAGEMENT & CAPABILITIES

Through the entire pharma and MedTech lifecycle— Early Stages R&D, clinical development, manufacturing and supply chain, marketing, sales, provider support, and patient services— Apexon can extend Salesforce Health Cloud to offer several systems of engagement including:



Core Salesforce CRM



Personalized Mobile Apps



Provider Portal



Patient Portal



Supplier Portal



Tele Health



And with every system of engagement comes a set of core capabilities designed to drive business value. These core capabilities include:



Patient Support Programs

Enables management of end-to-end engagement lifecycle for Patient Support Programs to improve access, usage, and adherence to therapy protocols ensuring greater success of their products.



R&D Operations

Transform therapy development and reduce time to market by unifying teams and data for greater transparency and collaboration.



AI-Powered Analytics:

Put marketing, sales, and consumer data at your fingertips with AI-powered analytics native to Salesforce. Engage, collaborate, and act on insights with intelligent analytics.



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

