

# RELTIO

SOLUTION BRIEF

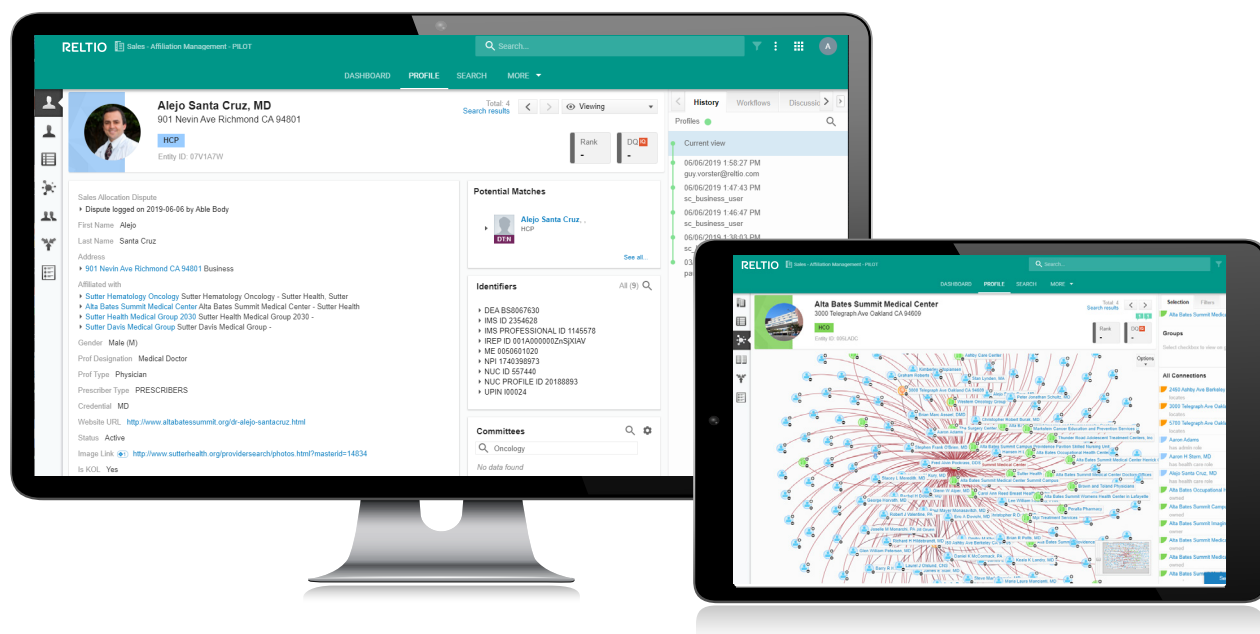
## Reltio Connected Data Platform for Life Sciences

Personalized Engagement.  
Sales Effectiveness.  
Simplified Compliance.



Pharmaceutical and biotech companies are facing unprecedented regulatory, legal, and market pressures. Business teams have to rapidly adapt to new commercial and compliance models.

The pandemic of 2020-21 raised the importance of data and digital capabilities for life sciences companies. The ability to use and report timely, accurate data became more urgent and essential. And life sciences companies have become more data-driven as a result, driving innovation and resilience. We help you accelerate the value of this data to maximize its impact every day.



## HCP/HCO Data Management

Keeping healthcare professional (HCP) and healthcare organization (HCO) information accurate and up-to-date is a must. Reltio provides an advanced set of data management capabilities to blend data from multiple sources including internal applications, third-party data feeds, transactions, interactions, and social media to create complete profiles. Reliable data is crucial for improved sales effectiveness, personalized multichannel customer engagement, and compliance imperatives such as open payments or EFPIA reporting.

## Affiliation Management

Markets have evolved to become more restrictive, and corporate-owned facilities have increased in size and influence. Understanding and managing complex professional and organizational relationships is crucial. Reltio provides an out-of-the-box, data-driven application to manage all relationships across HCOs and HCPs and to visualize hierarchies within HCOs to support commercial initiatives, with the ability to correlate tactics and plans of actions.

## Features

### Complete Customer Understanding



**Profiles.** Cleanse, match, merge/unmerge data of any type and domain, including HCP, HCO, employees, patients, and products.



**Hierarchies and Relationships.** Discover and manage hierarchy structures for HCO, payers, and products. Visually represent multiple affiliations and influencer relationships.



**Data as a Service (DaaS).** Select the sources you want from pre-aligned third-party and public data sets.



**Real-time Analytics.** Get personalized insights into payers, channels, formularies, and competitive products across regions with visualization in the context of each business user's goal.

### Collaborative Curation



**Consumer-like UI.** Use social-style interactions with attribute-level annotations and discussion threads.



**Ratings.** Rate and rank HCP, KOL profiles, hierarchies, and relationships based on the quality of the data or level of engagement.



**Workflow Management.** Use structured workflows to create tasks for data stewards or IT requests for application enhancement.

### Simplified Compliance



**Manage Identifiers.** Track a variety of contributing data sources for ongoing updates and downstream data distribution.



**History & Lineage.** Compare bi-temporal time views of historical data and changes down to attribute-level granularity.



**Audit Trail.** See the reasons for any data changes, no matter how small.

Connect Customer  
and Product Data  
Sources

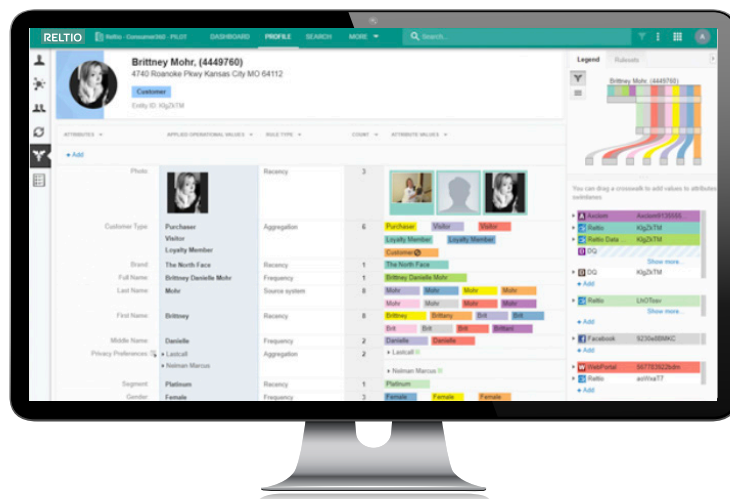
1

Onboard All Data  
Including Transactions

2

Unlock the Value of  
Relationships

3



4 Deliver Actionable  
Insights

5 Simplify Compliance

6 View Contextual  
Customer and Product  
360 Profiles

## Product Data Management

Teams across many functions (brand, marketing, sales, compliance) need consistent, accurate product and customer information to successfully execute product launches, perform competitive, market basket and pricing analysis, and manage compliance reporting.

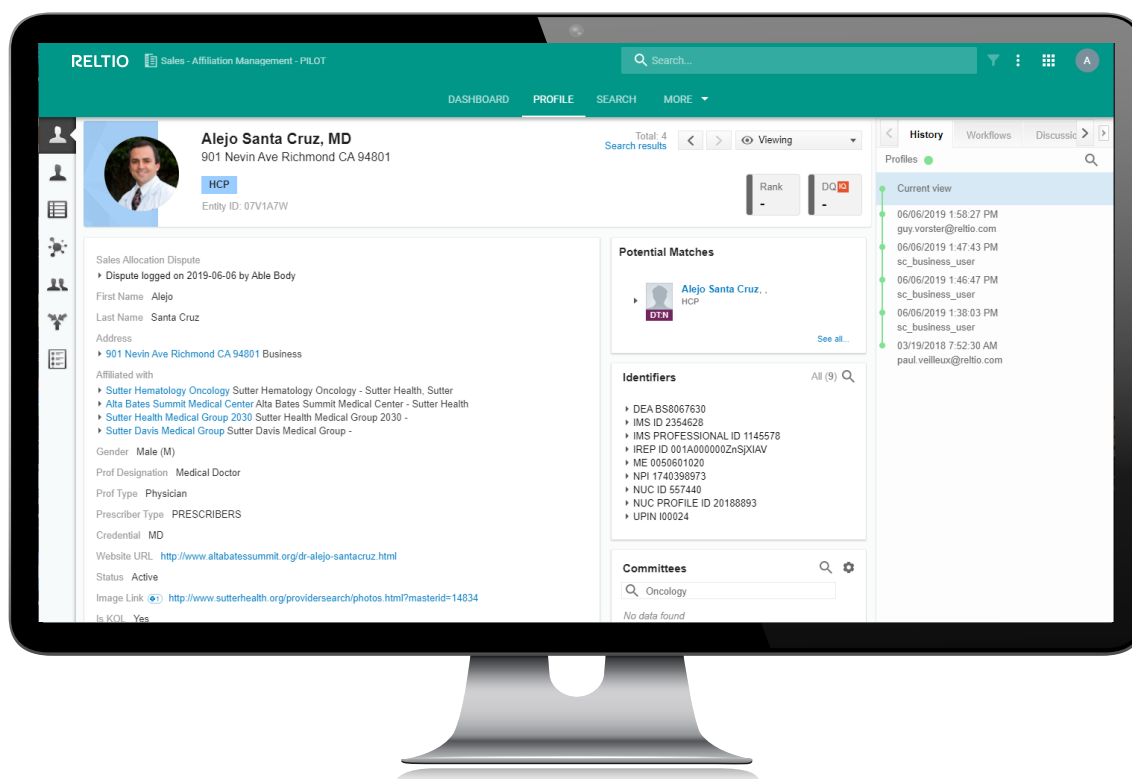
Reltio aggregates, standardizes, and unifies data from thousands of third-party sources including IMS Health, First Data Bank, and NDC11 to accurately match, merge, and cross-reference product records to create reliable profiles with groupings of products in different package forms, strengths, and delivery methods with a limitless number of attributes. You can define flexible product hierarchies by markets, brands, segments, and geographies that can be categorized, organized, and analyzed from multiple perspectives.

Reltio Connected Data Platform provides a flexible and agile platform to develop data-driven product and customer profiles that not only manage product data but also the relationships with other entities such as HCP, accounts, and policies with multinomial data standardization including IDMP and entity resolution.

Compliance is simplified by the ability to map products with HCP, specialty, and accounts.

## Key Opinion Leader (KOL) Management

Selecting the right investigator has a significant impact on the success or failure of a clinical trial. Similarly, targeting the right KOLs during a new drug launch can impact its success. Reltio enables life sciences companies to bring together all of the information needed to identify and evaluate KOLs and investigators based on numerous criteria including PubMed articles, speaking engagements, trial participation, and other content curated from private and public sources.

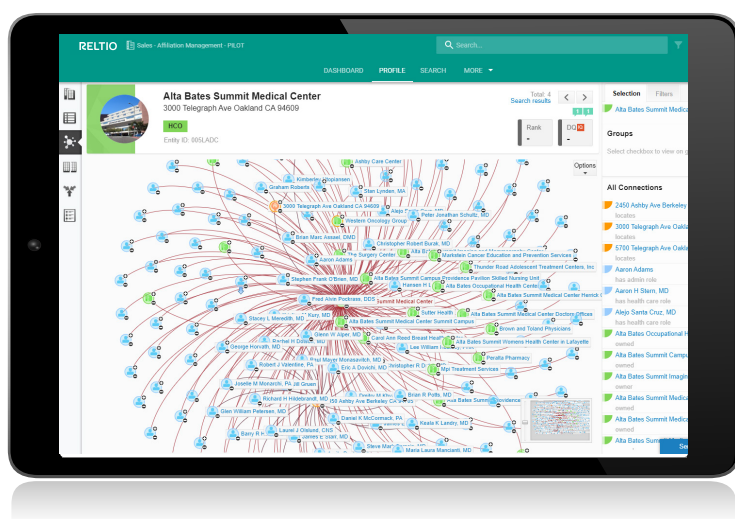


## Plan and Payer Management

Companies need to understand the complex and dynamic relationships between IDNs, HCOs, payers, and health plans to drive the right actions and best position products on various formularies. Reltio Connected Data Platform delivers a complete view for managed healthcare teams to optimize activities and achieve better outcomes including identification and management of pharmacy benefit manager details and associated contracts.

## Key Account Management (KAM)

Successful KAM requires a convergence of information from all relevant systems and applications. Reltio data-driven applications automatically collate data for a complete view of key accounts to develop relationships with key executives and influencers. Reltio provides access to a unified account view encompassing plan and payer information, formulary details, and even HCP-to-pharma employee relationships.




Reltio Connected Data Platform connects customer and product data residing across disparate internal and external systems, including multiclouds and hybrid clouds. Master data profiles are created and can then be enriched with unlimited third-party data, something no legacy MDM system can accomplish.

## WHY RELTIO

We believe data should fuel your success, not hold you back. Our first-of-its-kind, master data management SaaS offering unifies and cleanses multi-source, complex core data into a single source of trusted information– in real time. Agile to fit any company's needs and flexes at will. Reltio Connected Data Platform helps you act on your data with confidence. And maximize your impact every day.

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

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