CampaignRx™ is a pharmaceutical campaign automation platform that helps sales representatives plan, personalize and deliver targeted, highly relevant HCP communications. Users build campaigns around logical business scenarios and territory management dynamics while CampaignRx™ ensures regulatory compliance and brand consistency. And, like all Cierant technologies, CampaignRx™ is delivered without steep capital investments or excessive subscription licensing fees.

The CampaignRx™ system achieves this by being incredibly:

FAST
Accelerates time-to-market by 60%.

TARGETED
Implements advanced strategies for geotargeted, health plan-specific formulary campaigns.

FLEXIBLE
Supports on-demand composition of the latest formulary and product status information into any design.

MULTI-TOUCH
Integrates cross-media content delivery with print-on-demand for effective communication in today's mobile-centric marketplace.

TRANSPARENT
Delivers real-time campaign analytics to better identify the most optimal targets and tactics.

COMPLIANT
Ensures content integrity by prevented editing of critical content elements.

cierant®

34 Executive Drive
Danbury, CT 06810
203.731.3555

www.cierant.com

SRI ISO/IEC 27001 CERTIFIED

Our commitment to secure data management across regulated industries is evidenced by our ISO 27001 certification, the only auditable and internationally accredited information security management system (ISMS) that works to ensure the confidentiality, integrity and availability of all organization and customer data entrusted to us.

cierant®

CampaignRx™

The Fastest Path from On-Formulary to On-Script.

Targeted, personalized campaign management.

![CampaignRx logo]

CampaignRx™
From On-Formulary to On-Script. Fast.

Keeping clients competitive, compliant and market-ready through five key features:

Data Integration
CampaignRx™ integrates your HCP profile databases, call plan information, formulary status and sales roster data with brand-specific graphics and regulatory-approved messaging to trigger a series of highly targeted personal and non-personal communications.

01

02

Dynamic Segmentation
Communications can be targeted based on a multitude of segments, such as physician location, prescription history, health plan, recent sales interaction and call plan priority by selecting segments from the CampaignRx™ list builder menu.

03

04

Customization Tools
Account representatives are able to fully customize push- and pull-through marketing campaigns by selecting from a range of brand-approved variable content elements that populate into a live template. Variable elements include health plan name, headline, effective date, copay range and more.

05

Seamless Output From Print To Mobile
Effective communication in competitive, time-sensitive healthcare environments requires the ability to deliver response-driven messages across multiple media. From the disruptive stopping power of print to the accessibility and speed of mobile, CampaignRx delivers maximum interactivity across all fronts.

Real-Time Reporting
The real-time campaign reporting dashboard enables sales reps. to gain better insight into their customer needs and optimize their marketing tactics by being able to identify the best marketing channel, send time and message for the individual.
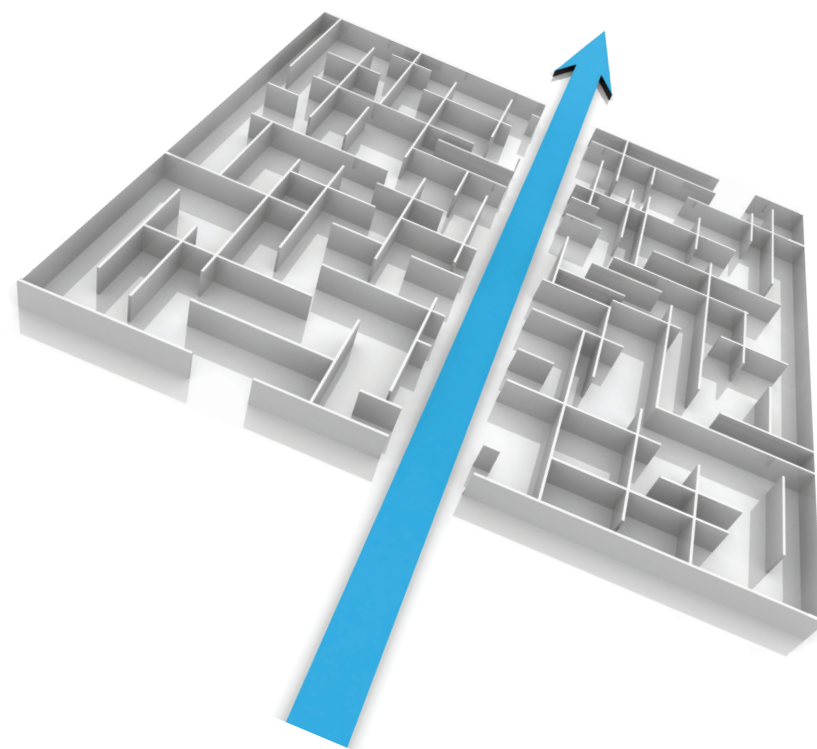
The Challenge
In-person access to physicians is becoming increasingly limited, empowered patients are looking to gain greater understanding and control over their healthcare management, and payers have become increasingly accepting of generics and brand substitutes.

Pharmaceutical marketing is undergoing a wide-scale transformation that requires newer, faster and less expensive ways to differentiate and communicate product value against a growing wave of lower cost generics.

The Solution
CampaignRx™ is a multichannel campaign automation solution that overcomes these challenges by delivering the advanced technology needed to blend data and content management tools into structured, easily deployed, territory-specific marketing campaigns. The system enables brands to extend their marketing reach through on-demand creation and distribution of highly targeted product marketing communications and HCP-centric campaigns that adhere to both brand and regulatory compliance rules.

On-Demand. On-Target. On-Budget.
CampaignRx™ empowers account executives to respond to market events in real-time and better attack demonstrated interest through on-demand, multichannel materials distribution.

Flexible Content Creation:
- Formulary status sell sheets
- Pre-structured multitouch campaigns
- Post-call follow-ups
- Market adoption updates
- New plan coverage
- Event notices and updates

Versatile Content Delivery:
- On-demand, personalized print
- Email communications
- Mobile messaging
- Personal landing pages
- Personal/practice-specific portals

Benefits
Maximizing the market share and revenue potential of every formulary WIN, CampaignRx™:

- Accelerates time-to-market by 60%
- Extends marketing message reach
- Provides a holistic view of all organizational marketing activities
- Facilitates strategic account coverage coordination
- Brings sales and marketing into alignment
- Supports an integrated marketing approach
- Streamlines dynamic data management and optimizes workflow
- Outpaces other platforms by eliminating high capital investments and per user licensing fees
- Overcomes sales resource and budget limitations
- Integrates disparate data sources and assets into one seamless system