



CampaignRx

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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.

CampaignRX™ is a cross-channel campaign automation solution specifically designed for the managed markets industry that overcomes resource and content creation barriers by combining dynamic data, content management tools and real-time reporting into one secure platform.



From On-Formulary to On-Script—FAST

Features

Centralized Template Library

A central content repository houses and manages all product templates and their creative assets, automatically archiving approved assets for re-use and eliminating the burden of managing version control.

Enterprise Data Management

Automate dynamic composition of formulary marketing campaigns through CampaignRx's ability to integrate your HCP profile databases, call plan information, formulary status and sales team data with brand-specific graphics and regulatory-approved product messaging.

Dynamic Segmentation

Increase relevancy and reach with dynamic segmentation that enables campaign targeting based on physician demographics, business unit, region, sales territory, prescribing behavior and call plan priority.

Customization Tools

Lay out and customize variable marketing communication templates on-demand by selecting from a menu of pre-approved data fields, including formulary status, plan effective date, copay range, disclaimer and more.

Streamlined Approval Processing

Access and certify campaigns via an automated approval tracking system that details all edits and approvals for each order by date and requisitioner to ensure accuracy and brand consistency.

Custom Reporting

Better evaluate responses to various types of HCP interactions in relation to cost and more easily determine the amount of resource to devote to a segment with real-time campaign reporting.

Seamless Multichannel Distribution

Respond to market events in real-time with CampaignRx's multichannel distribution that enables seamless output of interactive, responsive-driven messages across both print, web and mobile.

CampaignRx removes campaign creation and approval time constraints by applying a super-efficient, fully automated workflow that supports on-demand campaign planning, personalization and distribution in order to rapidly communicate formulary status change.

CampaignRx provides the fastest means of transmitting value-based plan and product messages on a mass scale through unique features such as:

- Automatic archiving and organizing of approved marketing assets for re-use
- Centralized resource library that provides on-demand access to all templates and their creative assets
- Distribution list builder that integrates your businesses contact list and sales assigned territory data for easy segmentation
- Custom plan creation with on-demand printing for both standard and custom plans
- On-demand printing and fulfillment with optimized distribution management
- Date- and time- stamped audit trails of all campaign edits and order histories
- Real-time email and mobile delivery connected to the CampaignRx reporting center

Key Benefits

Enabling pharmaceutical representatives to break through the noise and deliver high-impact product marketing communications to influential HCPs, CampaignRx:

- Extends marketing message reach and relevancy /or Increases market visibility and differentiation
- Facilitates strategic account coverage coordination
- Brings sales and marketing into alignment
- Supports an integrated, closed loop marketing approach
- Eliminates steep upfront capital costs and excessive per user subscription licensing fees
- Streamlines dynamic data management and optimizes workflow
- Provides ISO 27001: 2013 certified data security management for privacy peace of mind

Call Now

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