# Integrated multichannel medical information systems improve customer experience and allow for actionable insights that drive value across your organization
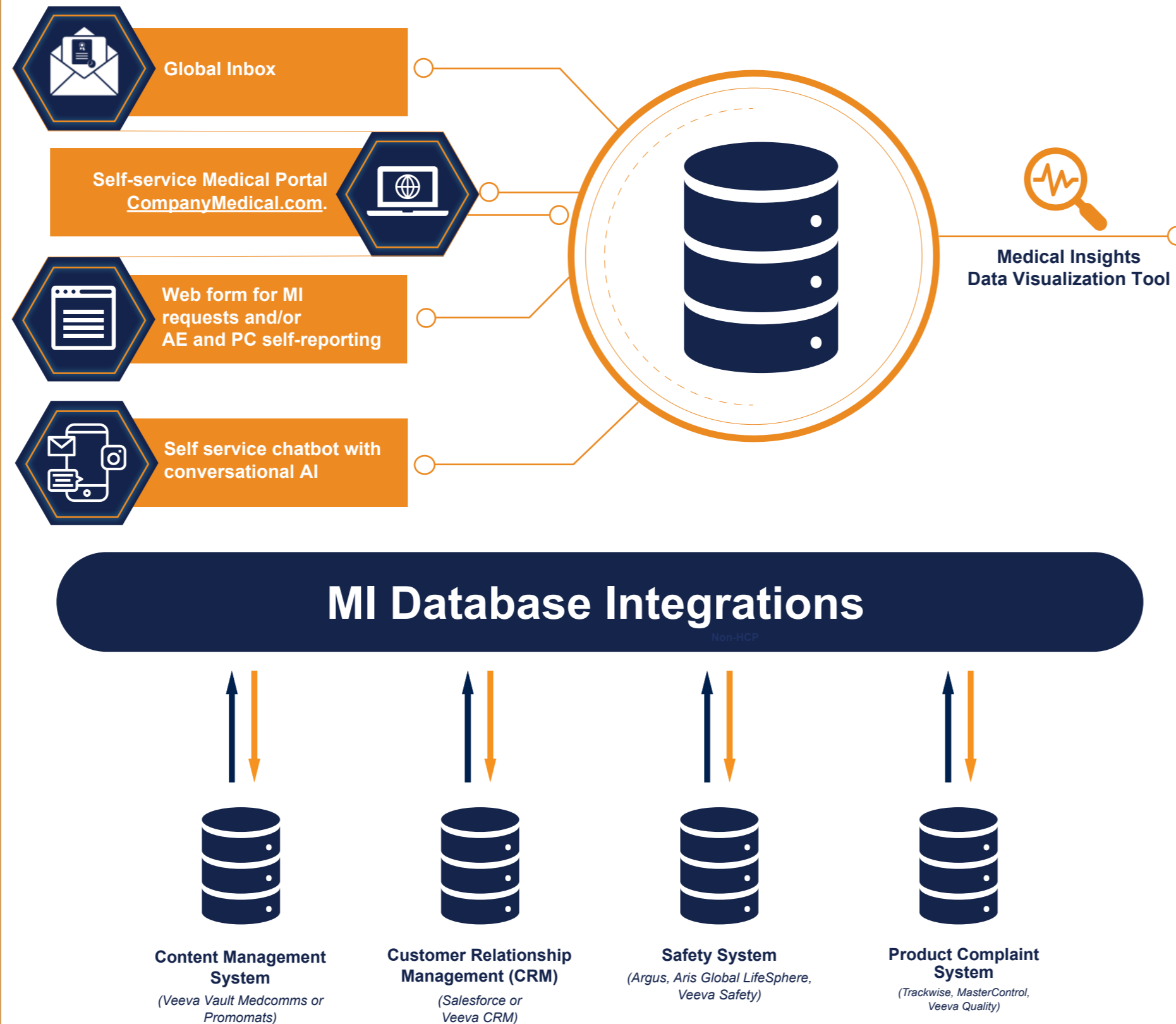
## Multichannel Support for MI Intake, Handling and Response

*EVERSANA's MI Specialists can handle and respond to unsolicited MI requests via multiple channels, including traditional channels (e.g., phone, email, etc.) and via digital platforms*

**Traditional Submission and Response Support**

**Digital Submission and Response Support**



- Medical Portal / MI Web Request Form
- Chat (live and chatbot)
- Email
- MI Specialist
- CRM System
- Toll Free Numbers

## Technology & Innovation

- Global Inbox
- Self-service Medical Portal **CompanyMedical.com**.
- Web form for MI requests and/or AE and PC self-reporting
- Self service chatbot with conversational AI

Medical Insights Data Visualization Tool

### MI Database Integrations



**Content Management System**
*(Veeva Vault Medcomms or Promomats)*

**Customer Relationship Management (CRM)**
*(Salesforce or Veeva CRM)*

**Safety System**
*(Argus, Aris Global LifeSphere, Veeva Safety)*

**Product Complaint System**
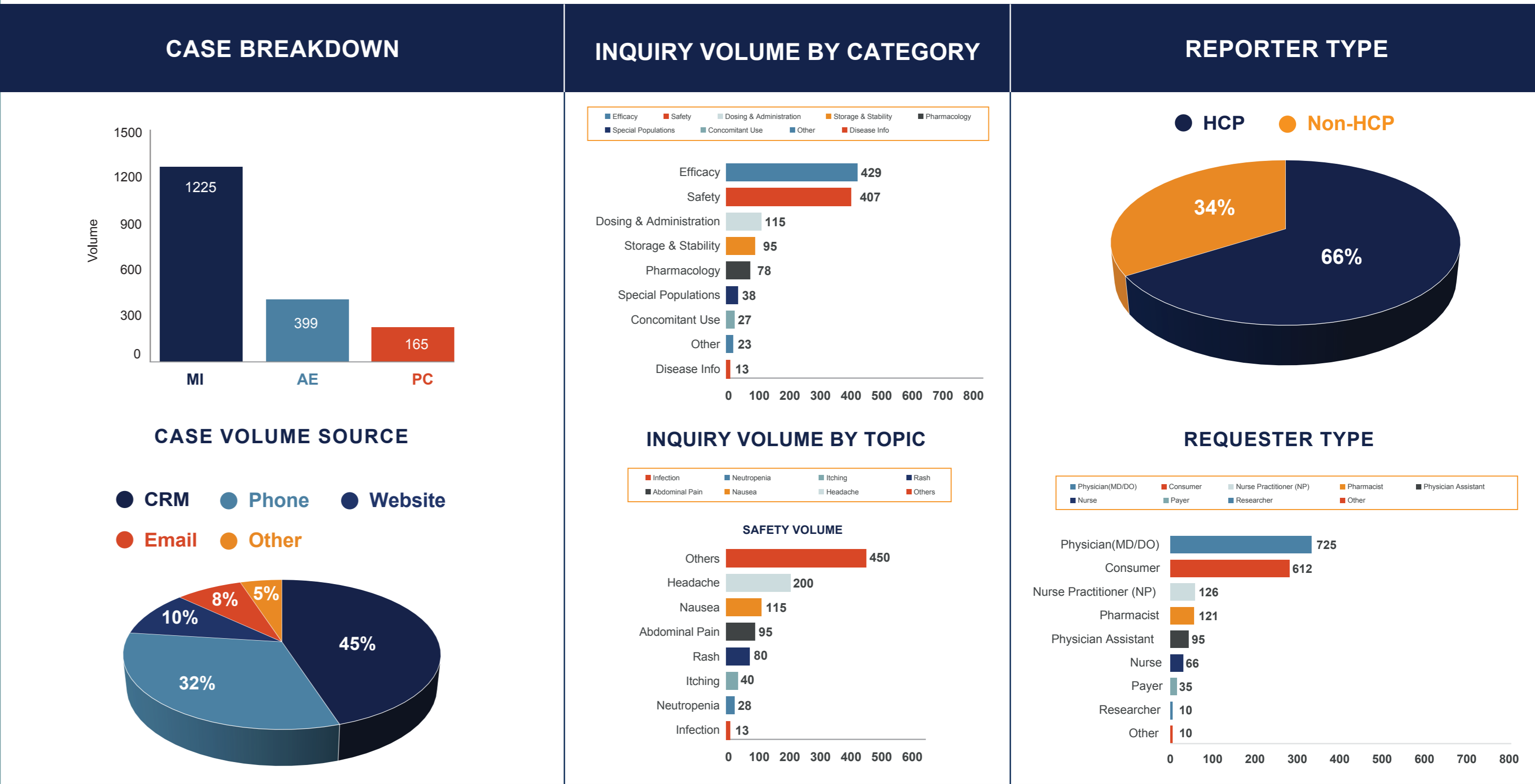*(Trackwise, MasterControl, Veeva Quality)*

EVERSANA provides complete technology and digital solutions for MI, including validated and highly configurable MI databases that can be integrated with client systems, advanced telephony systems, self-service medical portals, medical chatbot with conversational AI, live chat, and advanced metric reporting and data analytic tools.

## Data & Analytics – Actionable Customer Insights

**MedInsights powered by ACTICS®**

EVERSANA has built a dynamic data analytics and visualization tool to help clients identify actionable customer insights.

Clients can use this tool in real time to get a sense of inquiry volume, turnaround times, categories and topics of inquiries, etc.

Customer insights provide value and are used for life-cycle management, publication planning, data generation and analysis, educating future clinical trial development and identifying possible internal training needs.

### CASE BREAKDOWN

| Category | Volume |
| --- | --- |
| MI | 1225 |
| AE | 399 |
| PC | 165 |

### CASE VOLUME SOURCE

- CRM — 45%
- Phone — 32%
- Website — 5%
- Email — 8%
- Other — 10%

### INQUIRY VOLUME BY CATEGORY

*Efficacy, Safety, Dosing & Administration, Storage & Stability, Pharmacology, Special Populations, Concomant Use, Other, Disease Info*

| Category | Volume |
| --- | --- |
| Efficacy | 429 |
| Safety | 407 |
| Dosing & Administration | 115 |
| Storage & Stability | 95 |
| Pharmacology | 78 |
| Special Populations | 38 |
| Concomant Use | 27 |
| Other | 23 |
| Disease Info | 13 |

### INQUIRY VOLUME BY TOPIC

*Infection, Neutropenia, Itching, Rash, Abdominal Pain, Nausea, Headache, Others*

**SAFETY VOLUME**

| Topic | Volume |
| --- | --- |
| Others | 450 |
| Headache | 200 |
| Nausea | 115 |
| Abdominal Pain | 95 |
| Rash | 80 |
| Itching | 40 |
| Neutropenia | 28 |
| Infection | 13 |

### REPORTER TYPE

- HCP — 66%
- Non-HCP — 34%

### REQUESTER TYPE

*Physician(MD/DO), Consumer, Nurse Practitioner (NP), Pharmacist, Physician Assistant, Nurse, Payer, Researcher, Other*

| Type | Volume |
| --- | --- |
| Physician(MD/DO) | 725 |
| Consumer | 612 |
| Nurse Practitioner (NP) | 126 |
| Pharmacist | 121 |
| Physician Assistant | 95 |
| Nurse | 66 |
| Payer | 35 |
| Researcher | 10 |
| Other | 10 |

For additional information **CLICK HERE**

**EVERSANA®**