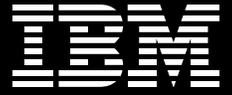


**Customer data integration solutions  
To support your business objectives**



**WebSphere** software



**Deliver enhanced sales and service opportunities by providing  
a foundation of unified customer data to all channels.**

**IBM WebSphere Customer Center  
for Pharmaceuticals**

**Customer data integration solutions**

As a part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Unlike existing stand-alone and back-office customer information files (CIFs), WebSphere Customer Center is a real-time, service-oriented application that manages customer-centric business processes and transactions, while persisting new enterprise customer knowledge and processes, such as complex relationships and roles, interaction history, event notifications, privacy and data entitlement rules.

Pharmaceutical companies like yours face increasing pressure as patent rights are reduced, global competitors are increasing spending on research and development, and regulatory changes are accelerating the introduction of lower-cost generic alternatives. The key to success in this increasingly competitive marketplace is gaining a complete understanding of physicians. Full knowledge of physicians and their roles and relationships within multiple healthcare institutions will improve sales and marketing results, speed time to market for new products, and ensure regulatory compliance. Pharmaceutical companies also struggle with arguably the most complex multicustomer data management issue and want to establish a strategic customer management platform that manages multiple types of customers: physicians, healthcare providers, healthcare organizations and locations, pharmacists, pharmacies, and consumers.

Many pharmaceutical companies are adopting a multicustomer-centric strategy in order to address these issues. The challenge is in integrating physician and other provider data from internal sales, service, research and development systems, and demographic data from external vendors. Pharmaceutical companies' existing internal systems are siloed and often contain duplicate, inaccurate and incomplete customer data. Accurate external physician demographic data is

often not available to key systems and people, which results in disorganized sales efforts, failed regulatory compliance and poor customer satisfaction. Compounding the problem is the fact that all types of customer data are fragmented in multiple systems, making it impossible for you to get a clear understanding of healthcare provider organizations, pharmacists and, ultimately, consumers.

WebSphere Customer Center helps solve these challenges by enabling customer-centric operations using your existing channel, product and systems. WebSphere Customer Center can help you address tactical customer data integration issues, such as developing a single authoritative physician master, while laying the foundation for strategic customer data integration across all customer types. The physician master provides an accurate and authoritative record of the physician including demographics, roles and relationships within the healthcare setting, and with the pharmacy sales representatives. It also maintains a record of interactions such as scripts written and samples received. An authoritative physician master enables coordinated sales efforts and improves segmentation, resulting in focused marketing campaigns, better customer satisfaction and faster time to market for new products.

### **Increase prescriptions written through targeted, effective marketing campaigns**

WebSphere Customer Center integrates with clinical and pharmacy systems and makes this information available to analytical and campaign management systems. You maintain complete segmentation information, including scripts written and orders filled, and use this information to create focused marketing campaigns. WebSphere Customer Center operationalizes the results of marketing and sales systems to improve campaign success rates and capture market share quickly.

### **Increase prescriptions written by operationalizing physician insight**

WebSphere Customer Center operationalizes physician activities and acts on them to help you drive additional revenues through high-value accounts. WebSphere Customer Center provides a holistic understanding of physicians and their role in various institutional settings. It also provides a complete picture of a physician's role in hospital inpatient and outpatient settings, the formularies related to these settings and pharmacy prescriptions filled. This knowledge gives sales representatives a full understanding of who the most profitable physicians are. WebSphere Customer Center acts on this knowledge to drive real-time sales opportunities. For example, WebSphere Customer Center triggers an alert if there is a switch in prescriptions in an outpatient setting as a result of a patient's benefit plan formulary.

## ***Improve your competitiveness by gaining a complete understanding of physicians***



### **Help reduce costs and exposure with improved regulatory compliance**

WebSphere Customer Center is a multiparty customer management solution that provides complete knowledge of a physician's relationships with the organization, including all sales representatives who interact with the client and the products that are associated with the physician account. WebSphere Customer Center also manages customer interactions and preferences and across product lines and channels, allowing for effective sample management, regulatory compliance and improved customer satisfaction.

### **Enable organization data management**

WebSphere Customer Center allows you to maintain the authoritative record of organization customer data in a single location. It tracks healthcare provider locations, divisions and subsidiaries, departments, committees and key employees, and manages full organizational party data. This allows sales and marketing staff to easily identify key influencers in the buying process and target sales efforts. For example, a hospital setting might have a restrictive hospital formulary set by an internal hospital committee for the inpatient setting but allow both the hospital formulary and other formularies

(such as a patient's plan benefit formulary). With this knowledge, sales representatives can effectively target influencers in each setting.

### **Increase physician data quality**

WebSphere Customer Center allows you to realize a complete and authoritative physician master record by integrating physician data from both siloed internal systems and required sources of external data such as IMS, DEA, AMA and other sources. WebSphere Customer Center integrates with industry-leading cleansing and matching solutions and provides its own robust data-quality services to ensure the success of the initial cleansing and matching process and ongoing accuracy of the physician master record.

### **Improve customer service and retention**

Physicians have multiple points of interaction with pharmaceutical manufacturers: multiple-product-line sales and marketing staff, customer service channels, and research and development. A physician might have to contact multiple call centers with complex inquiries relating to adverse drug reactions, or relatively simple transactions such as a change of address or reporting a new designation. WebSphere Customer Center maintains full knowledge of all parties related to the physician and their account including internal support specialists and sales

and marketing contacts, resulting in improved customer service and support. It triggers actions based on physician interactions. For example, a physician inquiring about an adverse drug reaction triggers an alert to a qualified physician for immediate response. A change of location or designation triggers an alert to a sales representative to complete a follow-up call.

#### **Help reduce operating expenses**

By providing a single environment to manage customer data across all operational with WebSphere Customer Center systems, pharmaceutical companies can help dramatically reduce expenses associated with a fragmented view of the customer (such as erroneous addresses and mailings, duplication of effort in changing customer data, data loading and matching).

#### **Improve consumer marketing programs**

As consumers take a more active role managing their health, they become a more important target for marketing campaigns. WebSphere Customer Center maintains knowledge of consumer demographics and can link to clinical and pharmacy systems to allow you to create targeted direct-marketing campaigns.

#### **Create a strategic customer data platform to accommodate future business needs**

WebSphere Customer Center is built on a multiparty data model that manages all parties, or customers, including physicians, healthcare providers, healthcare organizations and locations, pharmacies, pharmacists and consumers. WebSphere Customer Center also manages relationships and roles among those parties, helping to enable you to gain a deep understanding of all customers. As the only customer data integration (CDI) solution that is designed to address multiple phases of the CDI life cycle, WebSphere Customer Center allows your company to reduce its capital expenditure costs by purchasing a single CDI solution that addresses tactical projects such as physician data management and strategic projects for holistic CDI.

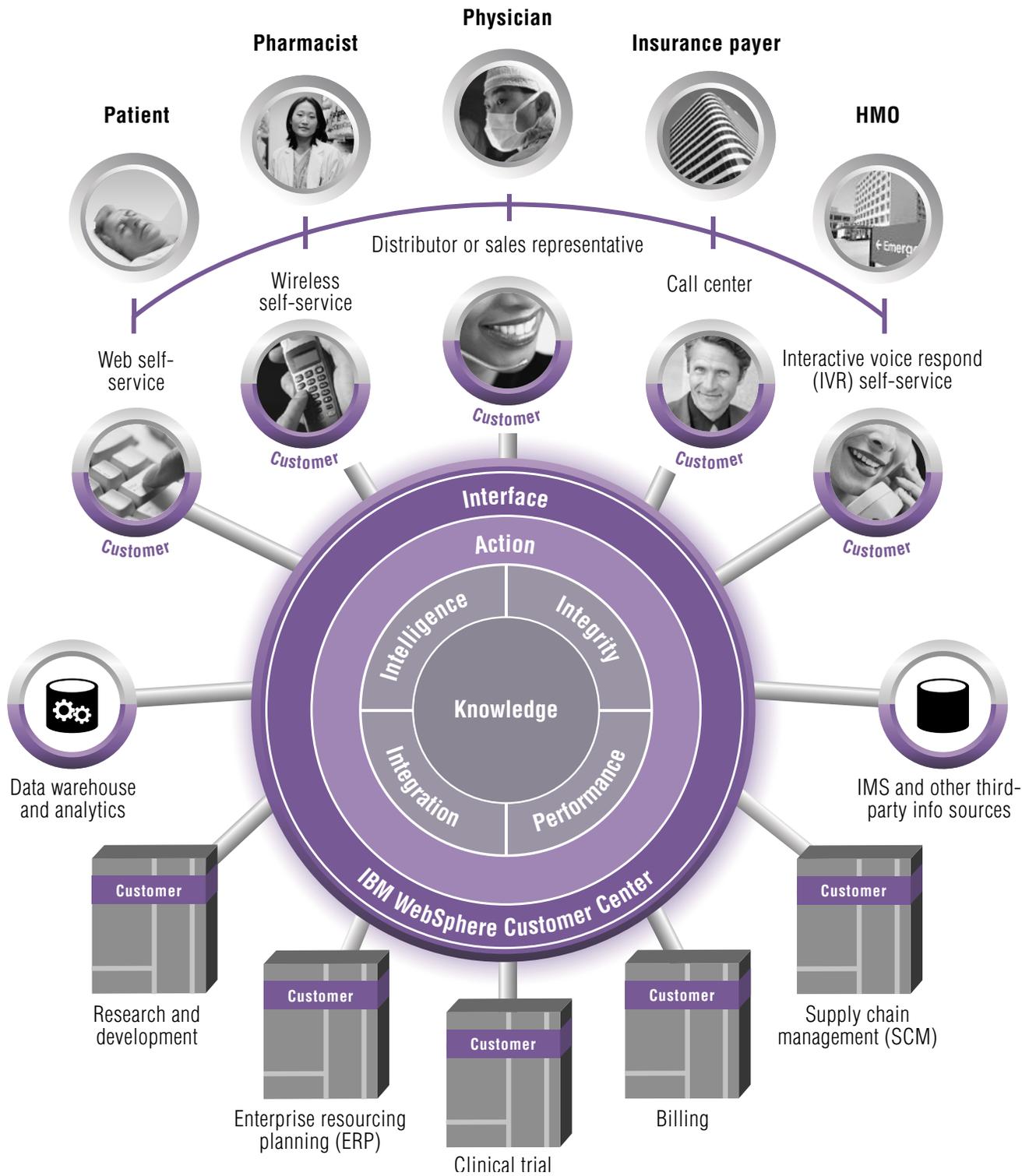
#### **Improve clinical trials**

WebSphere Customer Center maintains full physician demographic and transaction data including designations, roles and locations and prescriptions written. This shortens enrollment times for clinical trials and improves time to market for new products. WebSphere Customer Center can also integrate with

electronic medical records to improve feedback both during the clinical process and post-marketing to ensure that products are safe, effective and successful in the marketplace.

#### **Reduce merger and acquisition costs and time**

Your company can integrate a newly acquired company's channels and systems with the customer hub to provide them with a single view of all customers, including physicians, HMOs and other providers, as well as consumers. WebSphere Customer Center can help reduce integration time and improve time to market for acquired products through faster integration into, and alignment with, existing sales organizations.



IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.

WebSphere Customer Center is the only CDI solution that focuses primarily on operational customer data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is a viable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*
- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications to the detected event.*
- *WebSphere Customer Center is an intelligent customer hub. It contains several preintegrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation and duplicate suspect processing. WebSphere Customer Center injects intelligence within operational transactions, including the ability to derive real-time customer insight and to manage customer events.*
- *WebSphere Customer Center is designed to be implemented within a service oriented architecture (SOA) and is a fully service-oriented application.*
- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end customer relationship management (CRM) and back-office systems.*
- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB])*
- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*
- *WebSphere Customer Center manages new enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing and event notifications, among others.*
- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer value scores, profitability indicators and propensity to churn, and injects that insight into operational processes*

**For more information**

To learn more about IBM WebSphere Customer Center Software, visit:

[ibm.com/software/data/masterdata/launch.html](http://ibm.com/software/data/masterdata/launch.html)

*“... maintains marketing department customer insight, such as household data, customer value scores, profitability indicators and propensity to churn.”*



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