

PRESS RELEASE

Two partners: WEFRA LIFE MEDIA and British Tangent 90

Instead of reprints - a new digital solution for the pharmaceutical field service

Neu-Isenburg, 25.11.2019 - On 31.10.2019, WEFRA LIFE MEDIA has partnered with Tangent 90, an innovative software developer based in the United Kingdom with a focus on healthcare. As a result, the Neu-Isenburg agency can now offer digital distribution of scientific content in the healthcare industry with its future-proof software solution Trustrack™.

Trustrack™ provides an innovative and affordable digital platform for the distribution of scientific publications. Powered by all major STM publishers (Scientific, Technical, Medical), Trustrack™ is a fully DSGVO* -compliant multi-channel solution for keeping up-to-date scientific publications in the right format, such as: For example, for field staff, websites, conferences, etc. to provide. Trustrack™ can be easily integrated into the cloud computing system VEEVA, the analytics and technology solution IQVIA as well as the worldwide CRM solution Salesforce. The platform itself also functions as a stand-alone application and is currently used by 15 of the world's leading pharmaceutical companies.

"We are very excited about the partnership with Tangent 90. As scientific knowledge becomes more and more important to healthcare professionals, this innovative platform ensures study data is completely legal, in compliance with all copyright and privacy regulations, digital distribution", says Matthias Haack, CEO of WEFRA LIFE GROUP.

Also, Peter West, CEO of Tangent 90, is pleased that his company with WEFRA LIFE MEDIA now also one of the leading healthcare media agencies in Germany as a partner could win: "WEFRA LIFE has long understood the importance of the transition from paper to digital, not only in view of the obvious cost and logistics advantages, but also because only the digital distribution provides valuable analyzes and data that lay the foundation for successful tailor-made campaigns. "

The company Tangent 90

Tangent 90, based in the United Kingdom, has been developing smart technologies for pharmaceutical marketing for ten years and has targeted its key product, Trustrack™, to meet the needs of the market.

About the WEFRA LIFE GROUP

We are the health-makers - that is the philosophy of WEFRA LIFE. Around 180 communication specialists in the subsidiaries WEFRA LIFE MEDIA, WEFRA LIFE MEDIAPLUS, WEFRA LIFE MEDIAPLUS 2, WEFRA LIFE INTERNATIONAL, WEFRA LIFE SOLUTIONS and WEFRA LIFE VENTURES are actively shaping the healthcare market. Integrated and agile, they create customer-centric customized data and insight-based solutions to increasingly complex challenges. The innovative heart of the visionary services, product ideas and platforms is the WEFRA LIFE INNOVATION HUB.

* Basic Data Protection Regulation (DSGVO), English General Data Protection Regulation (GDPR)

Fig. : Logo

Matthias Haack, CEO WEFRA LIFE GROUP

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