

CASE STUDY

Daiichi Sanyko Europe improves HCP engagement with scientific content

Multiple platforms limited their ability to manage consent

Gerard Akkerhuis, Senior Vice President Partner Management and special projects at Daiichi Sankyo Europe (DSE) recognised the importance of putting HCPs at the forefront of their strategic planning and was looking for solutions that would deliver additional value to their target audience. He also identified that delivering value to HCPs would present an opportunity to capture consent to share further scientific content and foster the right dialogue.

Having participated in a strategic customer brainstorming workshop on the recommendation of a partner, Tangent90's capabilities to improve customer engagement were acknowledged and the ease of deployment with different systems suited DSE's plans to transition to a new CRM. Tangent90's Trustrack solution offered a comprehensive solution. It was agile enough to work as a standalone platform but could be quickly scaled to integrate with local and global systems. It could also manage both scientific and promotional content, allowing the user to clearly identify both and share accordingly.

Any solution would need to grow with the business requirements – ensuring easy management of content distribution as well as being flexible and scalable enough to be used either independently or integrated with the new CRM system planned.

Daiichi Sankyo are now able to easily capture consent and share digital content via a single platform

Akkerhuis explains that the solution was first piloted in Spain, using their local SEIKA CRM system. There are 79 reps in Spain using the Trustrack web app with consent capture and content sharing capabilities.

Working alongside the team in Spain, Tangent90 created demo videos prior to launch to help support the uptake and adherence of the solution. The approach was very hands-on to ensure a smooth roll-out and support the local teams. A particular benefit for the Spanish team was the ability to self-administer the platform for promotional content which allowed a level of local control.

Trustrack is agile and responsive, able to meet increasing demand and provide greater cost efficiencies

Tangent90's Trustrack has added value by driving consent capture and increasing rep engagement by 75% in first year, enabling wider digital roll-out across the company.



> **6300**

documents sent by 79 reps in Spain alone (>250 clinical papers) since implementation in 2020



> **1000**

consents captured within Spain from documents sent in first year following deployment



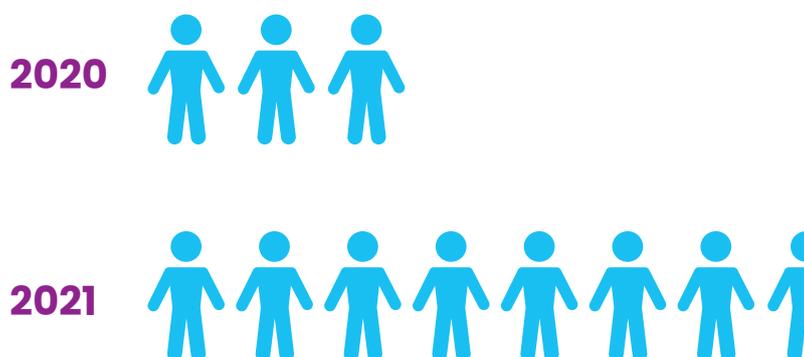
> **75%**

increase in reps now using Trustrack across Spain, Ireland, UK and France since mid 2020

The solution was simple to implement and has enabled them to reach customers via digital channels in order to obtain consent. In the first year they sent over 3000 documents to 2095 recipients via Trustrack (90 unique documents of which 8 were clinical papers). A key benefit, explains Akkerhuis, is the flexibility the platform provides. "It's agile and responsive, allowing us to quickly ramp up to meet increasing demand", he explains. "To date we've seen a 75% increase in rep usage, with the solution now implemented across the UK, Ireland and France, along with Spain", he adds. In addition, more clinical specialities are getting involved, including cardiology and oncology, with the intention to add more according to demand. Oncology has already captured 247 consents with over half of those consenting via a QR code on the website.

"Trustrack is agile and responsive, allowing us to quickly ramp up to meet increasing demand."

Increase in rep engagement since deployment of Trustrack



"We chose Trustrack because we felt it offered a complete solution. It enables us to engage with HCPs, sharing high-value, peer-reviewed scientific content via a simple ePrint distribution solution", Akkerhuis concludes.

Since implementation in 2020, reps in DSE's launch market in Spain have sent over 6300 documents via Trustrack (253 were clinical papers) and captured over 1094 consents.



Tangent90 enables pharma to drive better access and ongoing engagement with healthcare professionals using innovative digital solutions to distribute and support communication of scientific copyright content. Our innovative solutions work seamlessly with the incumbent CRM, enabling reps to share scientific content in the form of an ePrint, capture consent and remain compliant whilst tracking every interaction.

Utilising our extensive knowledge of the life sciences industry and working with a network of partners we trust and who trust us, we offer unique solutions which address an important and often over-looked requirement – copyright compliance.

Together we deliver fast, cost-effective, compliant distribution of scientific content that meets the needs of HCPs, and enables the pharmaceutical industry to manage efficiencies and drive successful customer engagement.