

## Delivering science-led HCP engagement

Enabling Pharma To Drive Better Access And Ongoing Engagement With Healthcare Professionals By Sharing Published Copyright Scientific Content



### Driving HCP Engagement

Maintaining copyright compliance - we enable pharma to compliantly share and track peer-reviewed scientific content to drive meaningful engagement with HCPs.



### Digital Content Distribution

Managed distribution of copyright scientific content - we provide the capability to quickly collate and distribute scientific content across congress booth, congress apps, symposia, microsites, portals and virtual events.



### Clinical Data Communication

Extending the reach of your clinical data - we allow authors to extend the reach of their research – enhancing their content by visually navigating and narrating to create a valuable video output.



“Our solutions drive greater engagement effectiveness, whilst enabling cost reduction through economies of scale and supporting global sustainability targets.”

Jan van den Burg  
CEO, Tangent90



# 89%

of HCPs are likely or more likely to change their prescribing habits based on original published scientific content

A 2023 update to Across Health Navigator365™ Core research carried out in 2021, highlighted that the delivery of ePrints and other downloadable content, such as copyright peer-reviewed scientific publications, scores highest for HCPs (in the EU4, UK and US), but that provision of this content through HCP preferred channels by pharmaceutical companies is still limited, offering a significant opportunity for pharma to improve its reach.

With HCPs time being limited, every interaction needs to be optimised to ensure it provides the greatest value. Pharma can optimise that engagement by providing HCPs with scientific content via their channel of choice and on a

topic that is relevant to them. This personalised approach will not only make the HCP more likely to engage but also helps pharma to drive customer acquisition.

ePrints are a convenient solution that offer a rapid return on investment. With Trustrack they are quick to deploy in any channel driving greater reach and engagement. Cost savings can be significant due to global content visibility, aggregating demand, global procurement and distribution flexibility.

The ability to track engagement with scientific content, enhances the understanding of the HCPs' preferences and interests, driving a science-led approach to maintain a continuous dialogue.

# Tangent<sup>90</sup>

## How Tangent90 can help

We enable pharmaceutical companies to drive better access and ongoing engagement with healthcare professionals using market-leading innovative digital solutions to distribute and support the communication of published copyright scientific content. Our solutions work with pharma's existing channels (including Veeva, Marketing Cloud, web portals, events, etc) as well as third-party channels, and are already used by 15 out of the top 25 global pharma companies.

We ensure that HCP engagement is optimised and the user experience effortless, driving high levels of HCP engagement and high representative and MSL adoption.

Our solutions not only help our customers to build trust and confidence with clinicians but also ensure they can track every interaction and record every transfer of value. This approach enables appropriate rep and MSL follow up and supports NBA approaches.

No other company provides this level of management and insight to support the distribution of scientific content.

HCP use of digital continues to evolve and pharma needs to keep pace. The latest Veeva Pulse report highlights that field teams that use scientific content the most outpace lagging companies at a rate of 4:1, a significant competitive advantage. 'Digital first' is without doubt the way forward.

“When I want to share documents with 50 people I already know, I don't need anything complicated – just a simple click of a button. Content is even more valuable when you have a usable platform for sharing it.”

Dr Oliver Hegener  
Octapharma



**97%**

HCP consent gained from 1338 requests sent in less than 12 months



**15/25**

top pharma companies are our customers



**65%**

typical minimum cost reduction per ePrint copy for each bulk order



**100%**

omnichannel approach to ensure optimum customer satisfaction



**75%**

voluntary usage of Tangent90 solution by field force within four months of launch



**9/10**

key current therapeutic areas benefit from content delivered by our solutions