

Capture TOV and HCP consent while encouraging engagement



Client Challenge

- Increase HCP engagement with digital content and key clinical trial data. Current offerings require registration pages with multiple data capture fields that require HCPs to complete in order to capture TOV, which deters click through to content.



Compas Strategy

- Our preferred technology, Trustrack, assigns passing parameters to the active URL link to auto-capture data lines when the target list recipient clicks on the URL link
- Capability to add an interstitial pop up that confirms TOV prior to the content opening once the link is clicked
- Distribute content via Targeted email
- Monitor engagement and issue monthly HCP usage data



Compas Solutions

- Our solution, Trustrack, offered by Tangent90, provides a more seamless process for HCPs to access digital content
- Delivering content to targeted audiences and making it convenient for them to engage with, while staying compliant
- Taking the burden of providing personal data to access content away from the HCP
- Ensuring that the HCP is providing consent to receive as an item of value
- Seamless and consistent HCP level performance data

Results and Learnings



16.4% increase in HCP engagement over 6-month period



Seamlessly captures HCP consent to access content with no additional steps required by the end user



Direct access to content results in greater engagement