

Utilizing Veeva (CRM) for content distribution and rep e-detail



Client Challenge

- Marketers are looking to make digital content available to their field reps for HCP detailing and leave-behinds in a virtual setting while capturing TOV/rep performance metrics, utilizing Veeva CRM



Compas Strategy

- Establish estimated total rep content usage for 12-month period
- Purchase 12-month license with publisher
- Configure and segment rep licenses in Trustrack platform
- Create article fragments for Veeva Engage detailing and approved email for digital leave-behind
- Add custom tokens to capture desired Veeva HCP Profile data when HCP engages with content
- Issue monthly HCP usage data and live CRM metric feed
- Quarterly performance review



Compas Solutions

- Our solution, Trustrack, offered by Tangent90, offers field reps access to digital content libraries as well sharing content during and post virtual visit
- Content and delivery vehicle (approved email) is consistent and seamless
- Engagement is compliant, personalized and tracked to a specific user
- Monthly Sunshine Act compliant HCP level reportable data
- Real-time access to rep/HCP metrics
- Best practice refresher workshops set up as needed, post quarterly review, for maximum engagement

Results and Learnings



30% uptick in content consumption over 12-month period



Easy rep access to digital content library



Streamlined metrics and reporting