CASE STUDY

Top 10 Global Pharma company increases HCP access to ePrints by 46% for rare disease portfolio

Scientific evidence for rare diseases is itself rare

One of the top 10 global pharma companies recognised the importance of providing HCPs with quick and easy access to key scientific content and was keen to provide breaking data to their customer base promptly.

Their global team had been looking for a way for their local offices to distribute digital reprints (ePrints) via Veeva CRM and IQVIA Mobile Intelligence. The pharma company partnered with Springer Healthcare for the procurement of all scientific content and associated services. Springer Healthcare and Tangent90 work in partnership to ensure the compliant sharing of scientific content via the pharma company's distribution channels using their flagship solution, Trustrack.

The initial deployment was organised to roll out Trustrack to 10 local offices of which France was a key participant. The pilot enabled 20 reps in France to share copyright scientific content supplied by Springer Healthcare direct to HCPs using Trustrack smart links in Veeva CRM Approved Email. In the first 12 months, 46% were opened and 36% were clicked through to access the ePrint.

Transforming communication with a niche target audience

Springer Healthcare and Tangent90 have enabled the pharma company to overcome the challenge of communicating with a very targeted audience in an efficient and timely manner.

The pharma company was delighted with the results. Following the successful pilot, the outcome was showcased on a global team call which resulted in an immediate request from another rare disease global brand team. Two further manuscripts for yet another rare disease have been rolled out and a further two are planned for later in 2022. In addition, a global project for the original rare disease is now underway with Tangent90 and Springer Healthcare.

"The solution we have with Springer Healthcare and Tangent90's Trustrack is scalable and agile which is ideal for managing the expectations of HCPs specialising in rare diseases", a representative of the top global pharma company explained. "For example, one rare disease brand team are releasing papers in a time scheduled manner to maximise the effect, showing ePrints are key to our digital communications and we are looking forward to seeing the impact of Trustrack on other brand teams across the business", they added.

The implementation of Tangent90's Trustrack has proved so successful in France, that it has already been rolled out to another rare disease business unit covering 15 offices across the globe.

46%
open-rate of emails sent via Veeva CRM Approved Email

36%
click-through rate to access the ePrints

Springer Healthcare

Tangent⁹⁰

About Springer Healthcare

- A strong global and local footprint with 19 offices across 13 countries

- Exceptional understanding of content reuse in all formats for rep triggered email, exhibition booths, e-detail and self-serve web channels

- Extensive experience in delivering content consolidation services including global reprint and e-Print orders

- Part of Springer Nature Group

- Exclusive distributor of more than 400 medical journal titles

- Able to access any medical content

To speak to a specialist from Springer Healthcare, contact them on https://springerhealthcare.com/contact/

"The solution we have with Springer Healthcare and Tangent90's Trustrack is scalable and agile which is ideal for managing the expectations of HCPs specialising in rare diseases."

Trustrack
CONSENT • ACCESS • INSIGHT

Tangent90 enable pharma to drive better access and ongoing engagement with healthcare professionals using innovative digital solutions to distribute and support communication of scientific copyright content.

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 focus on removing hurdles for effective communication such as copyright and publisher terms and condition compliance, regulatory requirements, ease of use and ease of access.

We go beyond expectation – continually enhancing the solution to incorporate new and innovative channels, working with publishers to deliver new content discovery capabilities, and delivering approaches to increase efficiency.

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.

UK, EU, US, APAC | hello@tangent90.com | +44 (0) 1753 822922

www.tangent90.com

Springer Healthcare   Tangent 90