Trustrack

Compliantly share published scientific content with HCPs

© olly - Fotolia.com #36136663

About Trustrack

Trustrack enables the compliant sharing of published copyright content, allowing pharma to distribute and track digital copies of peer-reviewed scientific articles in the form of ePrints. By sharing content that HCPs highly value, Trustrack drives significantly higher open and click through rates, helping to drive access and meaningful engagement with HCPs.

Copyright Compliance

Trustrack ensures that the relevant permissions are in place to enable the compliant sharing of published content. Commercial use of a publisher's content requires an appropriate license and it is pharma's responsibility to ensure that it has the necessary authorisation before sharing content with HCPs.

Easy Channel Set Up

Trustrack enables pharma to share published scientific content via their existing channels. Using Veeva Approved Email, Engage Connect, Veeva link sharing, your website, messaging platforms plus third-party channels such as Medscape, usage can be reviewed, and allocations amended, helping to drive efficient use of your content licences.

Report & Insights

Trustrack tracks the usage of content at the point of engagement. It provides rich data on HCP scientific content utilisation, channel use, value transfer, consent and other data points captured in the interaction. This data is fed back into your CRM to achieve an enhanced 360 degree view of the customer.

What our customers say

"Trustrack is agile and responsive. We've seen a 75% increase in rep usage, with the solution now implemented across the UK, Ireland, and France, along with Spain."

Gerard Akkerhuis, Senior Vice President
Partner Management and special projects at Daiichi Sankyo Europe

Why you can't afford to ignore Trustrack

89% of HCPs surveyed by a leading global publisher, said that they would likely or very likely change their prescribing habits based on scientific content published in its original form – a medical journal article.

Pharma's priority is the promotion and subsequent prescription of its drugs.

To accomplish this, it needs to demonstrate to HCPs that its product is going to have the best outcome for their patients. Peer-reviewed content, whether that be an article research summary, MOA video or the complete article in the form of an ePrint, provides the evidence that HCPs want to see.

Published scientific content is highly valued by HCPs. There is no more compelling reason to use it in your HCP engagement strategy.
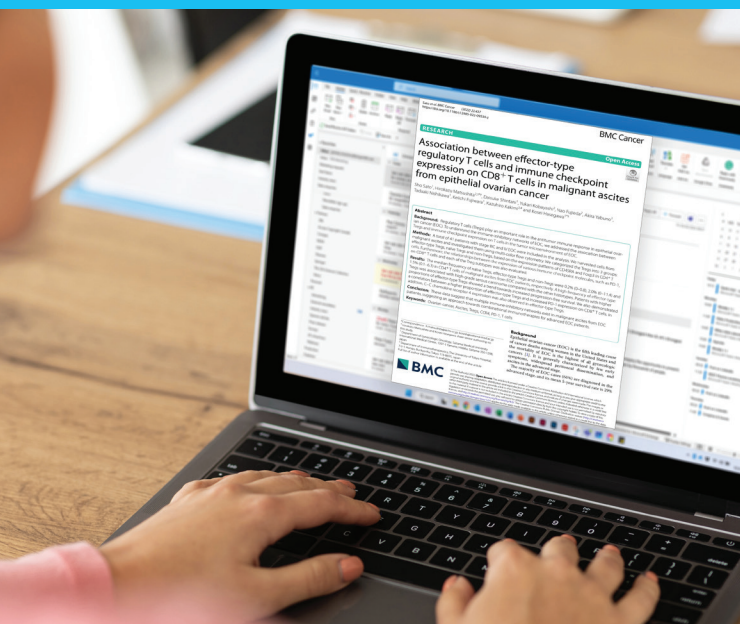
Already utilised throughout pharma

Trustrack is a comprehensive, cost-effective solution, that facilitates ePrint sharing in your existing channels, such as instant messaging platforms, commercial and medical field teams, mass email, banner advertising, virtual, hybrid or in-person meetings and events, and websites.

Trustrack supports the recording of every transaction in compliance with local regulations, such as the US Sunshine Act or EFPIA disclosure code, as well as allowing HCPs fast and convenient access to the content they value. And where needed, it offers options for consent recording that complement your existing CRM system's capabilities.

Trustrack is utilised by 32 pharmaceutical companies, two of the world's largest ePrint resellers as well as all main publishers directly and indirectly.

Easy access with no form filling

Trustrack facilitates easy access to published scientific content for HCPs. The content, whether a digital ePrint, a specific data set or an article research summary, is stamped and personalised to the individual HCP to whom it has been shared. The HCP can access and download the content via a single click without the need for form filling. The HCP data is automatically populated from the sending solution, such as Veeva CRM. This saves the HCPs valuable time, provides an improved customer experience, and minimises drop-off.

Share short-form content

In addition to sharing ePrints, curated digital summaries are often preferred by the HCP because they provide an overview of a particular topic and take less time to review. Using Trustrack, you can share short-form content, such as Article Research Summaries, QuickTake Videos or peer-reviewed podcasts. Detailed evidence, such as an ePrint, can be shared as a follow-up action.

Drive customer acquisition/ consent

Trustrack facilitates the sharing of highly valued published scientific content, enabling consent to be requested and captured via any channel at the point of interaction. Working with your existing CRM, it offers a complementary approach, building on your existing consent capture mechanisms, rather than replacing them. Once complete, the consent status can be immediately pushed back into your CRM, so it is always up to date in the customer record.

Tangent⁹⁰

Veeva
Technology Partner
Certified Silver