



“Build a strong program of KOL initiatives to deliver superior advocacy, influencing and prescribing”



Business Challenges

Insufficient return on KOL investment

Frustration with the degree of brand advocacy in return for the investment in KOL-related activities

Sub-optimal KOL interaction

Multiple and uncoordinated approaches from different functions waste resources and frustrate KOLs

Poor visibility

There is no strategic tool with restricted access control for Medical and Marketing to manage KOL initiatives

The Iris Solution



Unlike CRM systems, where information is primarily organised by customer, the Iris KOL Management system helps to:

- Define KOL profiles, segmentation and networking mapping
- Develop a unified KOL strategic plan for the therapeutic area/brand
- Manage all KOL initiatives with clearly defined processes and a common software platform
- Track the effectiveness of the KOL program implementation for the therapeutic area/brand through KPI reports and Dashboard

The Iris KOL Management system complements and integrates with existing CRM systems.



“Easy access to documents and key information”

Top 10 Pharmaceutical Company

Benefits

- Focuses the efforts of all functions to execute a strong program of KOL initiatives
- Provides total visibility on all KOL initiatives throughout the product life-cycle
- Optimises your return on investment with superior advocacy, influencing and prescribing

Why Iris?

✓ Proven Track Record	Extensive experience with top pharmaceutical companies
✓ Flexible	Customised to your corporate processes
✓ Minimal IT resources	Single, secure web-based platform
✓ Integrates with your systems	ERP, CRM, Microsoft and others
✓ Enter information only once	Links to other Iris modules and your systems
✓ Easy to use	Comprehensive and intuitive - training in less than 3 hours
✓ Demonstrable ROI	Pays for itself in a few months

Faster to Market, Higher Sales, Stronger Brands

Contact our team to organise a demonstration on +61 2 9889 1777 or at info@irisinteractive.com



Winner - Inspiration Award for
“best of the best” ICT innovation
Winner - e-Health Award
Merit - Industrial Applications Award

PRIME
Awards

Finalist
Marketing Innovation Award

SYDNEY - AUSTRALIA | PARSIPPANY - USA | PUNE - INDIA

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