



“Faster claims to market with superior compliance”

Business Challenges

Delayed Claims to Market

Manual workflows and lack of visibility cost time and money

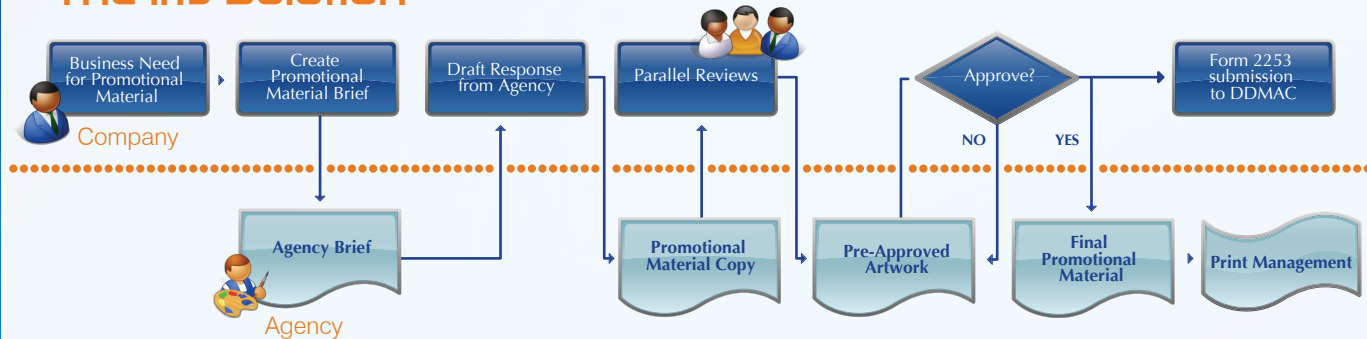
Onerous Compliance Requirements

Inadvertent errors lead to risk of fines, damage to reputation and wasted time in complaint handling

Cumbersome Manual Processes

Compiling manual job bags, referencing and routing is time consuming

The Iris Solution



Intuitive Automated Workflow

- Accelerated review and approval using simplified references with pin point accuracy
- Checklists and routing rules customised to each department
- Key participants receive timely notifications to ensure rapid job bag progress
- Support in generation of DDMAC submission CD-ROM

Compliance

- Helps ensure compliance with 21 CFR 99, 200-202
- Process is tailored to company specific SOPs
- Timely and efficient management of expired materials

Tracking

- Dashboard and benchmarking reduce bottlenecks and improve performance
- Comprehensive audit trail, version control and archiving to ensure user accountability
- Improved transparency with search capability

External Communications Approval

“No more chasing paper trails” Pfizer



Benefits

Faster Claims to Market

One claim in the market four weeks early equals millions in additional revenues

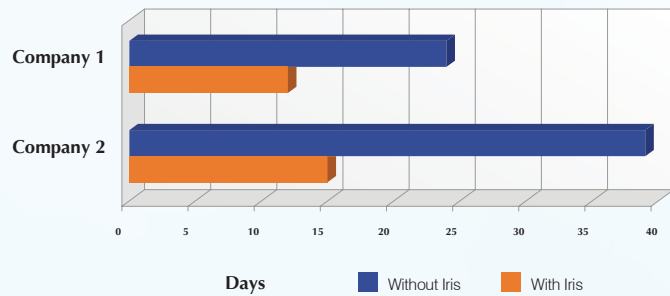
Improved Productivity

Halve the time to approve materials

Superior Compliance

Easier to adhere to compliance requirements

Review & Approval Time



Why Iris

- | | |
|--|---|
| ✓ Configurable and tailored to your SOPs | Evolves as your processes improve |
| ✓ Faster turnaround | Single workflow managing multiple pieces in the same job bag |
| ✓ Manage the entire process | From agency brief to approved materials printed or online |
| ✓ Capitalises existing IT investments | Simple interface that leverages the power of SharePoint |
| ✓ Compliance Excellence | Covers medical events, funding requests and complaint handling in addition to external communications |
| ✓ 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 1 877 854 4747 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 | NEWTOWN, PA - USA | READING - UK | PUNE - INDIA

www.irisinteractive.com

Copyright © 2011 Iris Interactive. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.