

The next generation of Pharma CRM has arrived.



Improving KOL Relationships With Productivity Gains

Identifying and managing relationships with key opinion leaders (KOL) is increasingly competitive and more important than ever before. As more highly specialized products come to market, relationships with the right KOLs pre- and post-launch can make or break a franchise. However, the traditional client-server CRM vendors have always ignored this area, leading organizations to implement siloed systems that have not been integrated with the rest of the sales and marketing organization. As a result, scientific liaisons have suffered from a lack of productivity as they operated in a vacuum.

To fill this gap, Verticals onDemand has delivered the first Software-as-a-Service (SaaS) CRM solution for creating and managing relationships with KOLs. Fast and easy to use, cost effective and easy to maintain, VBioPharma™ is the only Pharma CRM solution that combines complete functionality for specialty care, primary care, managed markets, and KOL management in a single application, empowering teams to integrate their strategies for optimum success.

“VBioPharma is the very first KOL management solution that can be integrated with the rest of the organization.”

– Top 10 Pharma Exec

VBioPharma KOL Edition provides full functionality for:

- > KOL Profiling
- > Sphere of Influence Modeling
- > Closed Loop Account Planning and Execution
- > Flexible and Complete Activity Recording
- > Management and MSL Reporting



SaaS in the Palm of Your Hand

Scientific liaisons spend much of their time on the road, traveling by car, train, and plane to visit key opinion leaders, so they need a Pharma CRM solution that is available when they do not have access to the internet. **VMobile™** was built to fulfill this need. Available with KOL management functionality for tablet/laptop deployments, it is the very first locally-installed product to be delivered as a service over the internet, which means it is self-updating.

VMobile delivers the flexibility, ease of use, and low cost of ownership needed to succeed in today's challenging business environment. And with the ability to review detailed KOL profiles, plan and record activities, and send/receive updates to the server in just seconds, **VMobile** will become the scientific liaison's favorite productivity tool.

