



Transformational CRM for Customer Centricity

Medical device manufacturers are constantly innovating to increase the efficiency of their sales, marketing, and service organizations to provide greater value to customers and drive profitable growth. Oracle's industry specific CRM solutions help you implement an integrated approach to increase the effectiveness of your customer engagement model to maximize customer satisfaction and revenue growth.

"Eliminating more than thirty platforms throughout GE Healthcare will drastically improve customer satisfaction, eliminate inefficiencies and translate to a higher bottom-line...a single platform based on a unified global process"

John O'Horo, IT Functional Leader

Product innovation with financial returns is critical to the medical devices industry. However gaining an integrated view of customers and prospect interaction, across multiple channels is posing a severe challenge. Silos of information within an organization and the complex relationship existing among physicians, clinics, hospitals, and networks make this a daunting task. For most companies this is a barrier in being able to leverage customer knowledge to accelerate sales, grow market share, improve service quality, and increase profit margins.

Oracle Pharma CRM is specifically designed to meet the customer-centric business process requirements of medical device manufacturers. It is a comprehensive suite of application software designed to manage all sales, service, and marketing interactions with customers and allows you to leverage the information throughout the business ecosystem for improved performance. Only With Oracle Pharma CRM you are now able to:

- Support complex product service interactions
- More personalized and effective sales interactions
- Improve quality, consistency and speed of medical communication
- Improve physician segmentation and targeting

Support complex product service interactions

Medical device companies must support the products and services they offer in order to reduce product rejections to maximize ROI and revenue. Medical devices can be complex with challenging customer support issues. Oracle CRM helps provide comprehensive customer support through multiple channel interaction for complex products by utilizing a complete view of the customer, including service profile, activity history, complaints, installed products, orders, while customer service groups provide cost-effective and differentiated services. Comprehensive capabilities including intelligent call handling, e-mail response, knowledge management, problem resolution, and work automation enable customer service and technical support professionals. This helps manage and coordinate customer interactions across all communication channels, including e-mail, fax, telephone, and telemetry. Customers are empowered with self-service functionality on the web, such as interactive troubleshooting, FAQs, collaboration,

product registration, and medical education. You can simplify product support through the best CRM technology by creating world-class, multichannel customer service centers to support your products and enhance the customer experience.

"With a laptop or a PDA platform, our sales reps can go out in the field and manage the same process through multiple channels. Key to selecting Siebel was the head start they had in medical devices and life sciences. They work with other medical device companies, where perhaps core sales processes are similar, but our products and service are where we can really differentiate ourselves."

Bill Sahota, Application Manager

More personalized and effective sales interactions

With the proliferation of new channels there is the need to communicate marketing messages more consistently across multiple customer touch points. Those who can successfully implement best practices in their marketing models will gain the competitive edge. Oracle's CRM can help you significantly improve personalized marketing effectiveness. The solution provides a central repository for brand planning, giving your brand team members a collaborative operational tool to create, modify, and update brand plans, budgets, and forecasts. The solution can also be used to leverage built-in analytic capabilities to create complex sales-target groupings, analyze campaign and marketing ROI, create and execute the tactical components (such as programs and campaign events) associated with a brand plan. The application also supports a wide variety of marketing, scientific liaison, and related processes. It lets you create segment-specific detailing aids and deliver custom detailing to physicians through the field sales channel. You can collect responses to product messages at the point of customer interaction and use this information to further refine marketing strategies.

Improve quality, consistency and speed of medical communication

Medical device companies that seek to streamline processes and provide integrated customer service face a number of challenges. Many existing customer service management systems are based on custom-developed software applications that are inflexible and expensive. Physician and consumer requests for information are automatically referred to appropriate parties so they can receive timely information about specific products, services, and corporate events. Information regarding each call is captured in your central repository and can be used to supply a 360-degree view of all promotional activity related to each physician, or healthcare account. Adverse events and complaints can also be seamlessly automated across multiple organizations and stakeholders. When representatives are armed with the latest information on all customer interactions, they can maintain a continuous, consistent dialogue, which increases their effectiveness and improves customer satisfaction.

Improve physician segmentation and targeting

With the proliferation of multiple channels there is the need to be able to gather information from multiple sources to better target physicians and maximize sales impact. Only Oracle CRM lets you respond quickly to changing market conditions by providing analytics that are built into the sales force automation and marketing applications, to better target physicians and maximize sales impact. You can use the applications to realign your sales force quickly, validate an alignment before deploying it in production, and model several alignment strategies. Concurrently, you can maintain historical views of alignments and territories to comply with federal regulations. To help unify your sales efforts, the application supports cross-functional processes such as customer targeting, samples and territory and objectives management. The application can be used both online and offline, the sales representatives can easily create target lists to plan routes and calls, add appointments to their calendars, invite medical education event attendees, and more, thus improving their overall sales effectiveness.

Conclusion

Oracle is committed to the life sciences industry. Only Oracle offers an integrated CRM application with industry specific functionality, that's why Oracle is the market leader in providing transformational CRM applications. Look to Oracle to enable you drive sales, marketing, and service effectiveness while driving customer satisfaction and maximizing profits.

Contact Us

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/life_sciences

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

Did You Know?

- 10 of the top 10 medical device companies run Oracle Applications
- 10 of the top 10 medical device companies run Oracle Technology
- 7 of the top 10 in vitro diagnostic companies run Oracle Applications
- 10 of the top 10 contract research organizations (CRO) run Oracle Applications

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