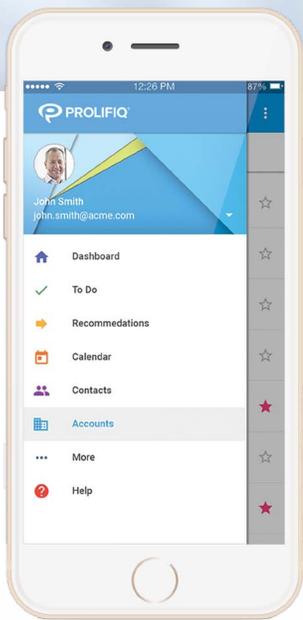




PROLIFIQ®

Healthcare should be driven by outcomes

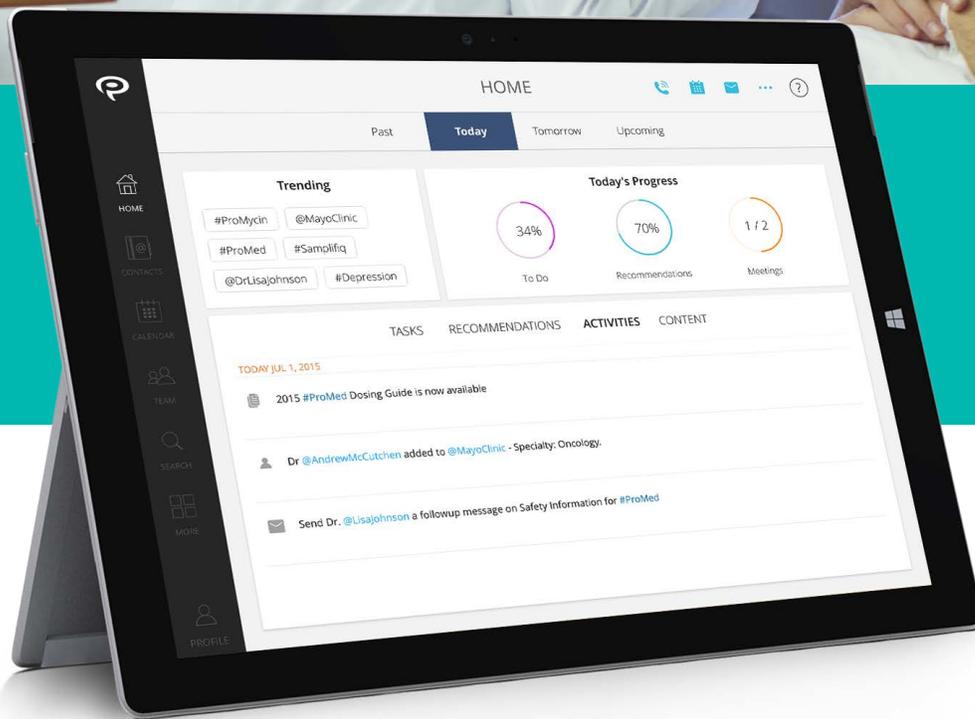
It's not about keeping up—it's about leading. Deliver better outcomes and get better results with the most advanced mobile engagement and CRM software to date.



Life sciences sales teams are flooded with information and governed by myriad regulations. Reps want to give providers the knowledge and resources they need to deliver the best treatment possible; instead, they are burdened with administrative tasks that take time away from their engagements. All this means missed opportunities—and when patient wellbeing rests in the wake of your actions, the impact is critical.

ProlifIQ reimagines customer relationship management with tailored solutions that drive better patient outcomes. The mobile-first software empowers customer-facing teams with accurate and relevant insights on people, content, context, and data to drive more meaningful engagements with providers. Meanwhile, Unified Coordination™ technology facilitates internal collaboration around accounts and contacts while automating compliance, so your team moves in lockstep.





“Knowledge is power. But, too often, knowledge doesn’t come quickly enough or with the right context. We solve this problem.”

– Hemingway Huynh,
CTO & Founder

Prolifiq runs on smartphones, tablets, and PCs for whenever, wherever access.

Information that fits

Excessive or bad information can impair your sales efforts. The solution is simple, but complex to execute: provide all relevant information your teams need to assess, anticipate, and act in a specific situation.

Prolifiq automatically personalizes and prioritizes information, data, and content for each employee based on their responsibilities, goals, permissions, accounts, and aligned team members. Everything a user sees in the application is geared toward their sphere of influence and what they need to do. It’s situation-aware, intelligent, and fast.

And, built-in guardrails help keep everything compliant. Communication is only permitted with colleagues and experts who are qualified to speak on the given subject. For example, materials can only be released to the appropriate individuals, determined by indication. Stemming the tide of misinformation is critical to improving and providing best-fit care.



Smarter data, smarter engagement

The data has always been there. The difference is, now your team knows how to use it. In addition to basic task organization, Prolifiq delivers actionable knowledge with Contextual™ analytics, which gives reps the context they need to engage providers in smart and meaningful ways. With this, sales teams are able to **assess with clarity**, **anticipate opportunity**, and **act with confidence**—three essential capabilities for innovative life sciences companies.

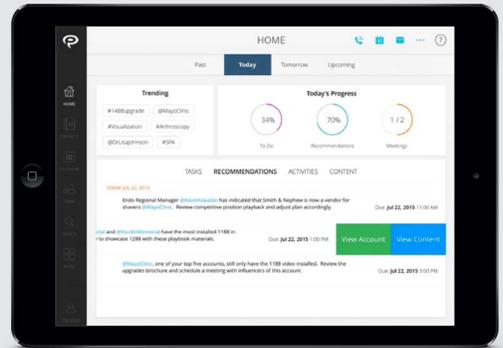
A snapshot of Prolifiq's capabilities



Assess

720 View arms your customer-facing employees with a 360 view of the provider's scenario as well as a 360 view of their own team for a comprehensive understanding of each account.

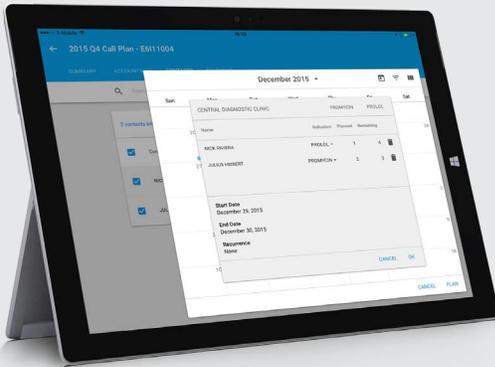
Key Tools: Activity Stream, Alerts, Team View, Contacts View, Master Calendar



Anticipate

Dynamic Planning enables coordination and adaptable planning among team members so that they can quickly identify and seize opportunities for growth.

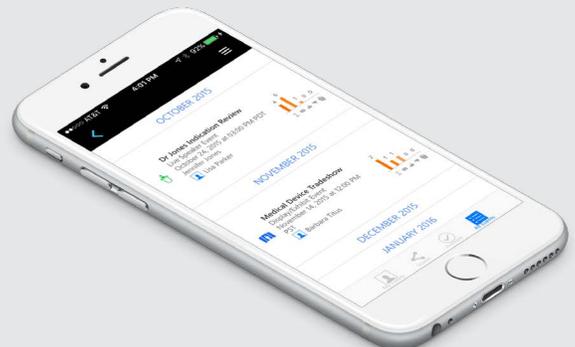
Key Tools: Call Planning, Account Planning



Act

Mobile Engagement gives account teams anytime, anywhere access to the apps and resources they need to share relevant content with providers, establish immediate communications with experts, and invite customers to industry events for more meaningful engagement.

Key Tools: Recommended Actions, Compliant Content Sharing & Email, Expert Connect, Event Invitations





Knowledge at the point of care

Consider this scenario: when a new product launches, account teams hit the ground running trying to put the solution in the hands of providers. They spend a ton of effort navigating large integrated delivery networks (IDNs) with back-and-forth emails, scheduling, and follow-up. To make matters worse, their legacy CRM tools require manual data entry of completed activities, instead of providing insights that foster greater coordination and collaboration.

Prolifiq changes this process and deepens competitive reach by accelerating new product introductions with awareness and visibility into IDNs. Now account reps get all they need on one mobile application, with immediate access to and insights on caseload, value decision committee members, relationship history, call plans, activity calendars, and more. Teams can swiftly navigate the complex selling process of larger IDNs and get the latest device to those who need it, leapfrogging the competition to deliver superior outcomes.

Conformity is not competitive

Better systems drive better results. And when the results are patient outcomes, value extends far beyond sales and revenue. Prolifiq's mobile-first software simplifies engagement and empowers life sciences teams to quickly assess, anticipate, and act—whenever and wherever.

You've seen how the healthcare system works. It's time to see how Prolifiq makes it work better.

Take the lead.
Request a demo at prolifiq.com

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