

MSLInsight is designed to help you quickly manage your KOL interactions and to streamline all of your complex workflows. All user screens are intuitive. Minimal training is required.

## THE RIGHT APPLICATION FOR NASCENT LIFE SCIENCES COMPANIES

New pharmaceutical, biotechnology, diagnostics, and medical device companies can be budget-constrained and unable to purchase big-box software applications for managing KOL relationships, but they still need a way to input and track KOL activity.

MSLInsight is the answer. It's an affordable solution that does not compromise quality, nor does it lack the features and functionality a Medical Affairs team needs to efficiently record, manage, and analyze KOL interactions.

- BUILT BY MSLS FOR MSLS
- EASY KOL AND ACCOUNT CREATION
- REAL-TIME DASHBOARDS
- GLOBAL CAPABILITIES

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# KOL INTERACTION MANAGEMENT SOLUTION

BUILT ON THE SALESFORCE PLATFORM

MSLINSIGHT DELIVERS ITS SOLUTION TO LIFE SCIENCES COMPANIES AROUND THE WORLD.

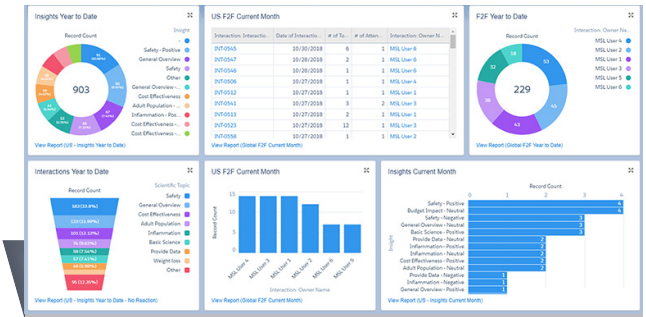


MSLInsight provides a quality, cloud-based, Key Opinion Leader (KOL) interaction management software to start-up, small, and midsized life sciences organizations. The software allows Medical Affairs field teams to manage numerous and various KOL interactions using innovative tools, all while maintaining compliance.

## A REAL-TIME DASHBOARD FOR A UNIFIED VIEW OF KOL INTERACTION DATA

Visualize, track, and manage KOL interactions to drive valuable engagement — just the way your Medical Affairs organization prefers.

MSLs can deliver value to KOLs by anticipating and driving their next interactions. Life Sciences companies trust the KOL interaction management platform to help them drive connected and relevant engagement across the entire KOL lifecycle.



A customizable dashboard shows the data your organization wants to track on a routine basis, including interactions year-to-date by scientific topic; insights year-to-date; interactions by owner; interactions per current month; insights per current month; interactions year-to-date by owner, and more.

# MSLINSIGHT

## MANAGE THE ENTIRE KOL INTERACTION PROCESS FROM A SINGLE, EASY-TO-USE PLATFORM

MSLInsight is designed to increase the efficiency of MSLs across the entire organization. Built for MSLs by MSLs, the application gives organizations a competitive edge with a real-time dashboard to visualize and analyze data, specific relationship management integrations, standard and/or customized reporting, and other global capabilities of the Salesforce platform, including:

- An intuitive interface that makes it is easy to learn.
- A quick implementation. Easy data integration. Ability to track KOL interactions from day 1.
- Access from all devices, from anywhere.

## UNDERSTAND KOL INTERACTIONS IN A NEW WAY THROUGH ANALYTICS AND REPORTING

- Having KOL interaction data in one place leads to improved analysis.
- Real-time snapshots of KOL interactions.
- Personalize your dashboard views to quickly locate information.
- Generate automatic reports to maximize your time.

## DEVELOP RICHER RELATIONSHIPS AND DIFFERENTIATE THE KOL EXPERIENCE

Start-up, small, and midsized life sciences companies will evolve, and as they do, they must develop richer relationships and differentiate the KOL experience. One way to ensure success is to guarantee that field teams can access historical interaction data and KOL profiles when and where they need it to drive better follow-up interactions. With MSLInsight, MSLs will never have to worry about actionable data being instantly available.