

Accelerating digital transformation



Enabling Pharma To Drive Better Access And Ongoing Engagement With Healthcare Professionals



Driving HCP Engagement

Maintaining copyright compliance - Trustrack enables pharma to compliantly share and track peer-reviewed scientific content to drive meaningful engagement with HCPs.



Digital Content Distribution

End-to-end management of your congress literature and assets - Resource Centre provides the capability to quickly collate scientific content from multiple sources and distribute the collection to where it is needed: the congress booth, web portal and virtual event



Clinical Data Communication

Extending the reach of your clinical data - Nar8 enables authors to extend the reach of their research – enhancing their content by visually navigating and narrating to create a valuable video output.



“Our solutions drive greater engagement effectiveness, whilst enabling cost reduction through economies of scale and supporting global sustainability targets.”

Jan van den Burg
CEO, Tangent90



The ePrint opportunity

An Across Health study in 2021 highlighted that ePrints and digital content are considered to hold high value by HCPs (in the EU4, UK and US) but that provision of this content through HCP preferred channels by pharmaceutical companies is still limited.

With HCPs time being limited, every interaction needs to be optimised to ensure it provides the greatest value. Pharma can optimise that engagement by providing HCPs with scientific content via their channel of choice and on a topic that is relevant to them. This personalised approach will not only make the HCP more likely to engage but also helps pharma to drive customer acquisition.

ePrints are a convenient solution that offer a rapid return on investment. With Trustrack they are quick to deploy in any channel driving greater reach and engagement. Cost savings can be significant due to global content visibility, aggregating demand, global procurement and distribution flexibility.

The ability to track data on the content pharma is sharing, enables them to understand what HCPs want and allows them to maintain a continued dialogue as well as tailor future communications – valuable to all parties.

How Tangent90 can help

We create market-leading software as a service (SaaS) solutions, that support pharmaceutical companies with the challenges of digital engagement with HCPs. Our solutions work with your current solutions and channels (including Veeva, Marketing Cloud, web portals, events, etc) and are already used by 14 out of the top 20 global pharma companies, demonstrating our understanding of the key challenges they face when sharing scientific content.

However, the HCP experience is critical, which is why we focus on delivering the optimal engagement in line with how the HCP wishes to access the content.

With digital innovation at our heart, our solutions not only help our customers to build trust and confidence with clinicians but also ensure they can track every interaction and record every transfer of value when sharing ePrints, improve HCP and field force engagement, as well as extending the reach of their clinical data.

No other company provides this level of management and insight to support the distribution of scientific content.

HCP use of digital continues to evolve: COVID-19 has disrupted the go-to-market model in Pharma. In-person contacts have dropped dramatically and it's now 'digital first'.



“When I want to share documents with 50 people I already know, I don’t need anything complicated – just a simple click of a button. Content is even more valuable when you have a usable platform for sharing it.”

Dr Oliver Hegener
Octapharma



97%

HCP consent gained from 1338 requests sent in less than 12 months



15/25

top pharma companies are our customers



65%

typical minimum cost reduction per ePrint copy for each bulk order



100%

omnichannel approach to ensure optimum customer satisfaction



75%

voluntary usage of Tangent90 solution by field force within four months of launch



9/10

key current therapeutic areas benefit from content delivered by our solutions