



usacd

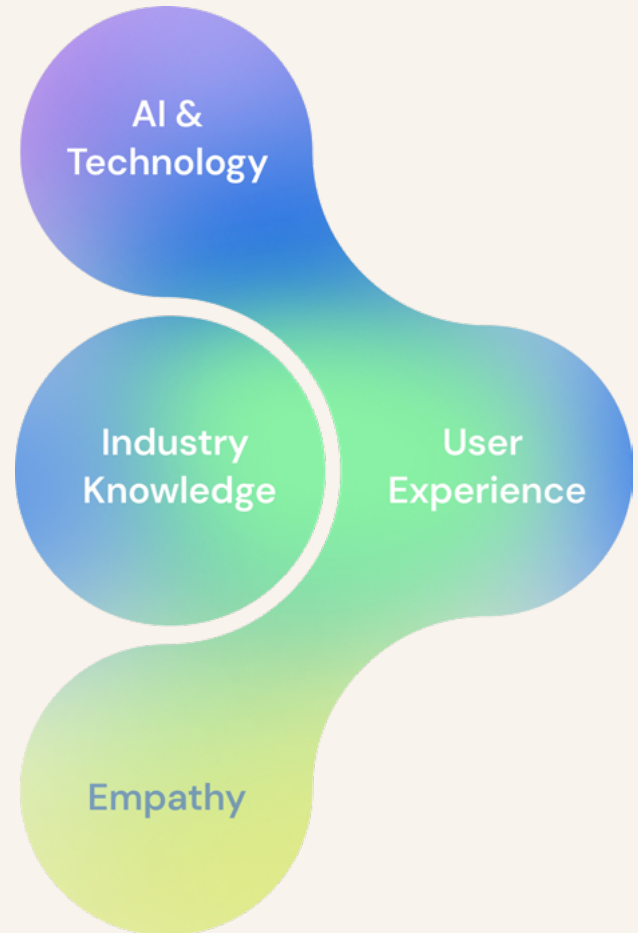
25 years at the front-of-house
of life sciences engagement



True engagement isn't just engineered— it requires empathy by design

Seamless digital innovation and field execution to drive high-impact initiatives across Commercial & Medical AI and Customer Engagement.

Built as your front-of-house partner to design and orchestrate digital experiences that win over both internal teams and customers.



How we deliver value

Digital Solutions

> Content creation

- Omnichannel campaigns & content (CLM/AE)
- Marketing automation (SFMC)
- CMS-based platforms (HubSpot, WordPress, etc...)
- Content tagging & taxonomies
- Medical & scientific content development

> Consultancy & training

- Consultancy & process development
- End user training

> Custom development

- UX design & usability
- Data platform development
- Advanced solutions & support
- Technical integrations
- Mobile Apps development

> Advanced Veeva Solutions

- X-Pages design & development
- Veeva Vault CRM: custom process and feature integration
- Veeva Promomats & MedComms library and claims management
- CLM advanced features

Products & AI Technology

> Content Pilot – AI Solution

> Omnichannel Smart Suite

- Omnichannel Hub
- Engagement Assistant
- Call Plan Assistant
- MCCP Assistant
- Contract & OrderAssistant

Managed Services

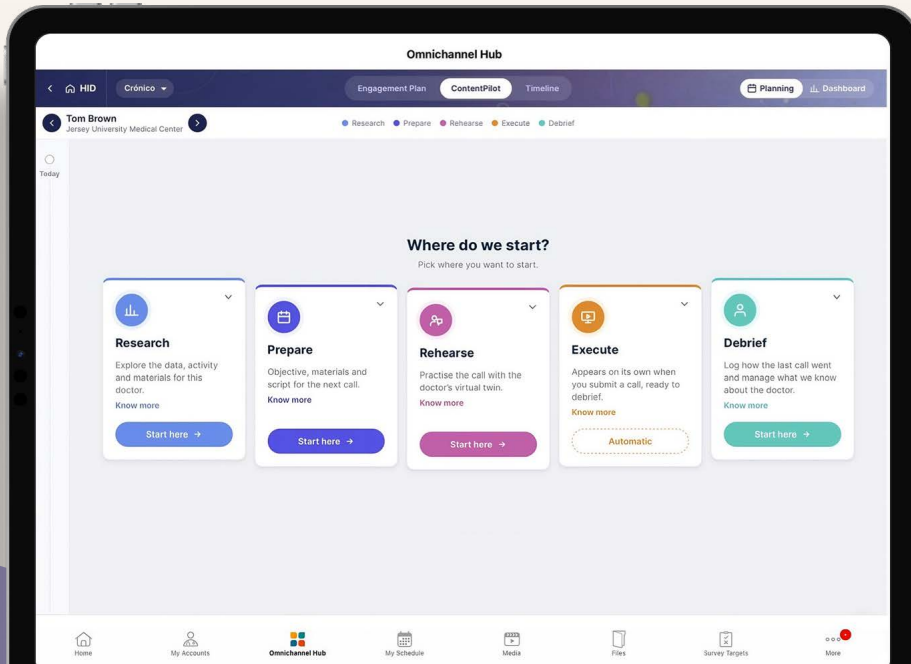
> Business process outsourcing

> Content Factory

> In-house technical & content teams



The content-driven
Agentic AI layer for
compliant engagement
hyper-personalization



Fully integrated into your CRM



Strictly within your Brand's Engagement Plan and approved assets.



Reps & MSL
Call Preparation & Execution



HCP
Medical Affairs Information Assistant



Marketing & Content Teams
Content Management



Digital Portals & Platforms
Educational & Training Support



Digital Portals & Platforms
Smart Recommendation



Boost engagement. Achieve conversions.
Simplify workflows. Drive excellence.

Omnichannel Hub

Put your omnichannel strategy in motion with seamless field execution.

Engagement Assistant

AI-driven Next Best Action for smarter engagements.

Call Plan Assistant

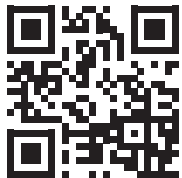
Faster and easier cycle plan creation inside Veeva & Vault CRM.

MCCP Assistant

Streamline adoption and management of MCCP.

Contract & Order Assistant

Sign contracts and streamline order taking during calls.



usacd.com

+34 936 354 500

hello@usacd.com



BARCELONA

WTC Almeda Park
Plaza de la Pau s/n
Building 3, 3rd floor
08940 Cornellà de Llobregat



MADRID

Paseo de la Castellana, 93
28046 Madrid

usacd

Global Delivery & support

Deploying and scaling
commercial technology globally
with local market precision.

