ZEPHYR HEALTH

Accelerate field performance with insights-driven customer relationships

87% of physician meetings with pharmaceutical sales representatives last less than two minutes and almost half of providers have a no-call policy. In today's increasingly challenging healthcare environment, your sales teams need comprehensive and actionable customer insights - right at their fingertips - to ensure relevant and meaningful conversations with high-potential targets.

Unlock sales potential with global health data

Zephyr Illuminate integrates Veeva CRM data with public and vendor data to provide robust insights on physicians, accounts and institutions. Insights include details on physicians' research, publications, leadership roles, influence, prescribing history, referral potential and market access potential.

### Link to Zephyr Profiles seamlessly from Veeva CRM

Zephyr Illuminate provides links to comprehensive physician profiles directly from Veeva CRM. From pre-call planning to detailed segmentation, you have the most up-to-date customer data to create and share target lists across home office and field teams.
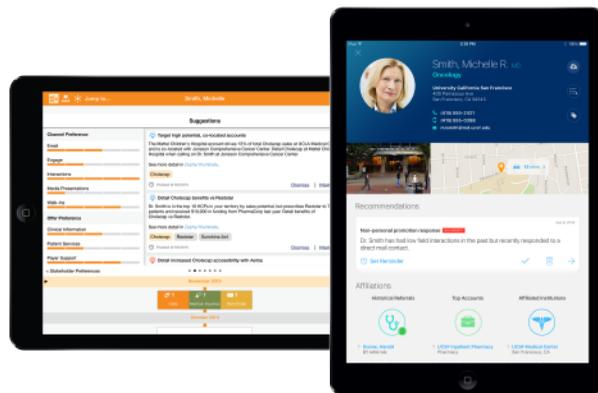
Transform customer engagement with *Zephyr Scores*

Now you can quickly understand how physicians compare against their peers in key areas such as research, influence, treatment, engagement, referral potential and market access potential. Only *Zephyr Scores* give you:

- **Directional decision making:** Normalize disparate data sources on a 0-10 scale for easy comparison and use

- **Single source of truth:** Consolidate data from operational silos into a single environment

- **Consistent interpretation over time:** Scores automatically recalculate with each data update
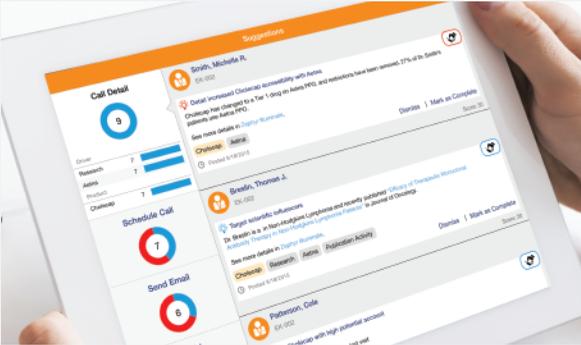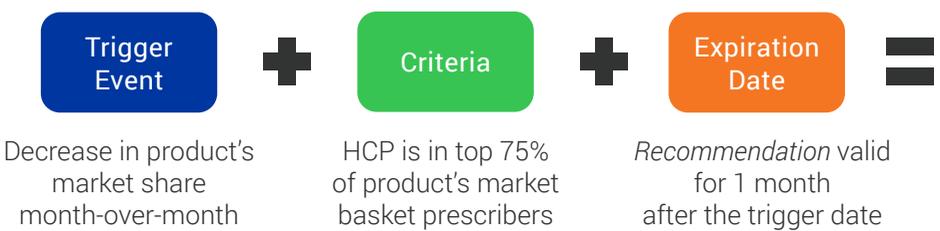
> "Zephyr's easy-to-use platform is an elegant way to turn large, disparate data sets into actionable information. Now we can objectively assess which customers we should engage, why we want to engage with them, and how we do it."
> – Top 10 Global Pharma Executive

Zephyr Illuminate adds market context, insights and analytics to Veeva CRM for optimized targeting and field team productivity
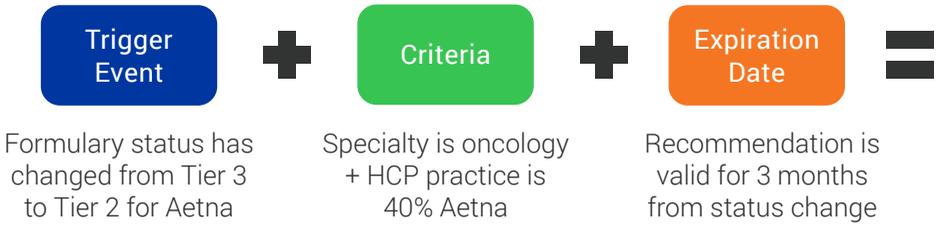
Get actionable next steps with *Zephyr Recommendations*

Zephyr Recommendations are real-time business insights extracted from *Zephyr Illuminate's* integrated data platform. These actionable next steps are delivered in *Zephyr Illuminate* web, mobile and Veeva CRM, with links to detailed physician and institution profiles for deeper medical and market context. Drive faster, more confident field adoption and richer customer interactions with *Zephyr Recommendations.*

zephyr Illuminate

Trigger Event	**+**	Criteria	**+**	Expiration Date	**=**	Product's market share decrease
Decrease in product's market share month-over-month		HCP is in top 75% of product's market basket prescribers		*Recommendation* valid for 1 month after the trigger date		Dr. Smith has 10% decrease in product's market share from 2017-01-01 to 2017-02-01.

Trigger Event	**+**	Criteria	**+**	Expiration Date	**=**	Formulary Status Change
Formulary status has changed from Tier 3 to Tier 2 for Aetna		Specialty is oncology + HCP practice is 40% Aetna		Recommendation is valid for 3 months from status change		The formulary status change of Aetna, which covers 40% of Dr. Smith's patients, has changed from Tier 3 to Tier 2.