

# Global Outcomes Group

HEOR / RWE / VALUE COMMUNICATIONS

Healthcare Value Communication Services



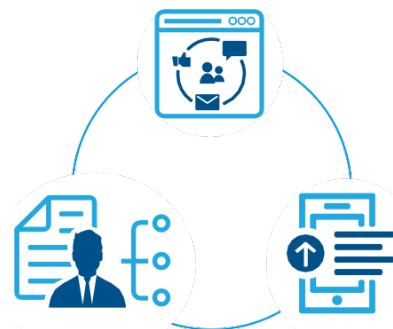
## Trustack

Trusted • Tracked • Copyright • Distribution

### Manage and Distribution of Digital Journal, Articles and Publications

Trustack enables pharma companies to deliver the scientific evidence behind their core messages directly to Healthcare Professionals (HCPs).

A cloud-based platform that manages content from peer-reviewed scientific and medical literature – approved by all major Scientific, Technical and Medical (STM) publishers. Trustack was built specifically for the life sciences industry and can be integrated seamlessly into Veeva CRM and Approved Email.



#### Trustack provides:

- ✓ **Multichannel delivery** of ePrints to HCPs wherever they interact with your brand (conferences, exhibitions, websites, MSL's visits, etc.)
- ✓ **Compliance and Value Transfer Tracking:** conforms to all regulatory and commercial requirements and provides full Sunshine Act / Value transfer reporting out of the box.
- ✓ **Improved HCP engagement:** provides the clinical evidence HCPs want to support their prescribing decisions
- ✓ **Readability on any device:** online and offline
- ✓ **Customer journey tracking and insight:** real-time metrics show who has read the ePrint, when, which pages and who they shared the ePrint with
- ✓ **ROI metrics:** that enable split-testing to identify campaigns that are working best
- ✓ **Flexible content distribution:** enable your Medical Affairs team members including medical science liaisons with copyrighted materials
- ✓ **Flexible PI delivery** attached to the scientific materials – keeping your reps compliant whatever the region and code to adhere to.
- ✓ **Configurable workflows** to handle CAMs, and MSLs – making sure they are on message and on code.

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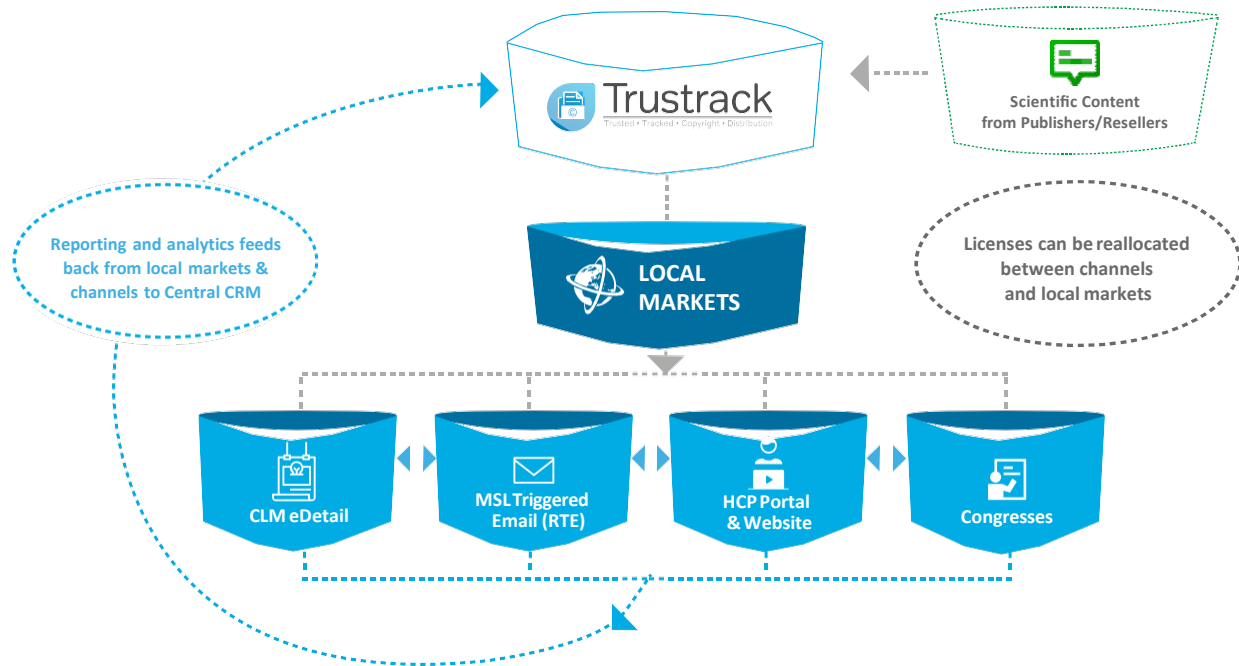
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Trustrack allows global management of digital content enabling savings from aggregated buying, as well as reducing the costs of paper distribution and local procurement. Trustrack users often see payback within first year.

**System Overview** showing flow of digital content and reporting back from all channels



### Who created Trustrack?

Trustrack was created by Tangent 90 Ltd, a SaaS company specializing in the compliant distribution of copyrighted materials from peer reviewed journals to HCPs.

HQ in Slough, UK with offices in Spain, US and Asia Pacific - we are also a Veeva Silver Technology Partner.

18 of the world's largest pharma companies access ePrints using Trustrack's open platform - either as a standalone solution or systems including Veeva. They typically see payback from their Trustrack investment within the first year.

Our staff have backgrounds in scholarly publishing, pharma and technology and have many decades experience within the medical information market.

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