

HCP 360

Unified, enterprise-grade HCP 360 agent creating a single, trusted view of each healthcare professional by integrating data across CRM, sales, NPP, payer access, prescription activity, and medical engagement.

Business Challenges

HCP data remains fragmented across CRM, marketing platforms, claims, and hub services, preventing teams from having a complete view of HCP behavior, leading to inconsistent targeting, misaligned messaging, and limited AI activation.

Key Capabilities

- ☀️ Unified HCP master profile integrating CRM, NPP, prescription data, payer access, and medical interactions with identity resolution
- ☀️ Longitudinal engagement tracking across channels and brands enriched with formulary status and prescribing authority
- ☀️ AI enablement foundation with compliance-aware governance, consent management, and role-based access controls

Business Impact

- **30–40% reduction in data reconciliation effort through single source of truth for HCP intelligence**
- **25–35% faster AI use case activation with pre-integrated, clean HCP data**
- **Improved omnichannel execution quality through coordinated engagement across Sales, Marketing, Medical, and Market**

Trusted by 25+ F500/G2000 Life Sciences Clients

