

HCP 360 – INSIGHT TO ACTION PLATFORM

We help you intelligently engage with Health Care Providers.

HCP 360 is an advanced analytical solution that takes insights and turns them into value-driving engagement strategies with your Providers. HCP 360 consolidates large volumes of highly connected commercial operations data into one platform, and gets insights into the hands of your leaders within sales, marketing, medical affairs, and commercial operations. This solution allows you to spend time where it matters – not on data management and reporting, but on decision making and action.

What can it do?

With HCP 360 you are able to see patterns in new and different ways, putting you on a path to specialized engagement with your Providers, and your therapies to patients. We support decision making by providing analytics-driven insights. We've helped our clients:



Map and track all relevant providers on their HCP journey, segmented by provider by product by location.



Identify critical operational considerations in anticipation of a new competitive drug entering the market.



Provide the next best actions to sales, marketing, and medical affairs to best support the health-care providers achieve better outcomes.



Increase engagement with speaker programs and digital campaigns.



Ingest, consolidate and analyze journals, presentations, field notes, and HCP history to support decision making on site selection, KOLs, and HCP networks.

How does it work?

We help you identify and implement HCP engagement strategies leveraging advanced analytics techniques. HCP 360 eases the complexity of continuously merging and matching your internal and third-party data into the HCP 360 platform from sources like ERP, CRM, Marketing Automation, Data Warehouses, and purchased/public data sources. Combining the HCP 360 platform with Clarkston Consulting's industry-driven analysis from our life sciences analytics experts, we help you turn your data into an insights and decision-making asset for your commercial team.

Open-Source
Analytics Engine

Clarkston
Industry-Focused
Consulting

HCP 360
Data Consultation +
Management

Integrated Actions
and Results Engine

Scalable,
Cloud-Based,
Compute and
Store

Is it right for you?

Commercial data is constantly moving, evolving, and growing. With large volumes of highly connected data it's difficult to keep up with real-time data consolidation and maintenance. HCP 360 automates and offloads the tactical data maintenance for you, so you can spend time where it counts. HCP 360 is a beneficial solution for advance commercial operations with already existing data sources or tools, OR a leading-edge solution for new commercial teams.

Interested in learning more? [Contact us](#) to learn what HCP 360 can do for your commercial organization.