



Keen360

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demo@keen360.com



**Life
Sciences**

On a mission to run your commercial ops better?

For companies in Life Sciences seeking a CRM platform that offers all the functionality of the mega-size industry leaders but with genuine agility and affordability

1

Affiliations & Relationships

Capture and maintain your complex web of relationships and interactions

2

Territories, Call Plans, Samples, & Detailing

Organize, manage, and empower your front-line reps

3

KAM & KOL Teams

Give your team-based, account-oriented teams the specific tools they need for success

4

CLM & Omni-Channel Communications

Conduct all interactions, including CLM, via text, email, voice, landing pages, portal pages

5

Mobility & Availability

Use the Android & Apple mobile apps to support in-field and at-home users

6

Compliance & Integration

Fine-grain control for data access with modern cyber safeguards & inter-operability

Keen Life Sciences

Our solutions are powered by **Creatio**



low-code BPM & CRM



attractive economics



industry awards

This screenshot displays the 'United Pulmonology Group' profile in Keen360. The interface includes a sidebar with navigation options like 'Accounts', 'Contacts', and 'Activities'. The main content area shows 'HCO DETAILS' with tabs for 'CONTACT INFO', 'PROFILE', 'PEOPLE & TITLES', 'PLAN', 'APPLICATIONS', 'TIMELINE', 'INTERACTIONS', 'FILES & NOTES', and 'FEED'. The 'PROFILE' tab is active, showing details such as 'Industry: Health care & life sciences', 'Group practice: A pulmonology HCO profile can get here, potentially value from LinkedIn or the bio.', and 'Company: HCV360 - Office of Chief Health Practitioners'. It also lists 'Employees' and 'Physicians' with their respective details.

1 HCO Profiles & Affiliations

This screenshot shows the 'Mike Pulmo' profile in Keen360. The 'HCP DETAILS' section is visible, with tabs for 'CONTACT INFO', 'PROFILE', 'EXPERIENCE', 'TARGETING', 'MARKETING', 'INTERACTIONS', 'TIMELINE', 'CONNECTIONS', 'FILES & NOTES', 'FEED', and 'WEBSITE DETAILS'. The 'PROFILE' tab is selected, displaying 'Key information' such as 'First name: Mike', 'Last name: Pulmo', 'Email: mike.pulmo@unitedpulmo.com', and 'Phone: 202-222-2222'. It also shows 'Healthcare provider info' including 'Specialty: Pulmonology', 'Medical school: Johns Hopkins', and 'Education: MD'. A 'Physician's specialties' table is also present.

2 HCP Profiles & Relationships

This screenshot illustrates a meeting record for 'Meeting with Mike Pulmo'. The 'MEETING DETAILS' section includes 'Subject: Meeting with Mike Pulmo', 'Start: 12:00 PM', and 'End: 1:00 PM'. The 'DESCRIPTION' tab is active, showing a detailed account of the meeting, including 'Preparation notes: Preparation notes for this meeting can go here.' and 'Meeting notes: Meeting notes for this meeting can go here.' It also lists 'Attendees' and 'Activities'.

3 HCP Interactions (detailing, sampling, surveys, etc)

This screenshot displays the 'Dashboards' section in Keen360. It features a 'Targeting metrics by HCP' table with columns for 'HCP Name', 'Actual to date', 'Target to date', and 'Plan to date'. Below the table is a 'Targeting status by provider' line chart showing trends for 'Mike Pulmo'. To the right, there is a 'My meetings today' section and a 'My opportunities' table with columns for 'Date', 'Status', 'Target to date', 'Plan to date', 'Effective start', and 'Effective end'.

4 Attainment & Dashboards

This screenshot shows the 'Key Account Management' view for 'United Pulmonology Group'. The 'KEY ACCOUNT DETAILS' section includes 'Summary information', 'Account status', and 'Account plan'. The 'ACCOUNT PLAN' tab is active, displaying a table with columns for 'Plan name', 'Effective start', 'Effective end', and 'Account type'. It also shows 'Updates history' and 'Account plan documents'.

5 Key Account Management (KAM)

This screenshot displays the 'New record' form in Keen360. The 'NEW RECORD' section includes 'Describe and submit your request', 'Request details', and 'Request status'. The 'REQUEST DETAILS' tab is active, showing 'Request ID: DOC 73', 'Requester: David Luffler', and 'Request type: Information of medical information request (MIR) by a field rep on behalf of an HCP to the MSL team...'. It also includes a 'Comments' section for tracking the request.

6 MSLs & Medical Information Requests (MIRS)

This screenshot shows the 'Benzodolovatin' product profile in Keen360. The 'PRODUCT DETAILS' section includes 'Key info', 'Description info', and 'Product attributes & components'. The 'KEY INFO' tab is active, displaying 'Product name: Benzodolovatin', 'Type: Administrative product', and 'Status: Active'. It also shows 'Medical description' and 'System info'.

7 Products for Life Sciences

This screenshot displays the 'East PA Territory' management view in Keen360. The 'TERRITORY DETAILS' section includes 'Key info', 'Assignees', and 'Rep status'. The 'KEY INFO' tab is active, showing 'Territory name: East PA Territory', 'Status: Active', and 'Effective start: 1/1/2021'. It also includes a table for 'Assignees' with columns for 'Assignee name', 'Assignee type', 'Address', 'Effective start', and 'Effective end'.

8 Territory Management