

10.04.2018

The Future Rep Visit

**DOING BUSINESS
IS GETTING
TOUGHER**





**PHARMA COMPANIES NEED
TO FIND EVERY OPPORTUNITY
TO PRESCRIBE THEIR BRANDS**





ACCESS CONTINUES TO DECLINE

less time

more paperwork

sunshine act

consolidation of practices

ACA shifting to
value-based outcomes

reps not a source
of new information



INFLUENCE
USED TO BE BASED ON
REACH AND FREQUENCY
OR PERSONAL SALES

NOW **INFLUENCE** OCCURS AT ALL
TOUCHPOINTS FROM
WHAT INFLUENCES,
WHERE TO INFLUENCE AND
WHEN TO INFLUENCE



A person in a dark suit stands with their back to the camera, looking out over a dense city skyline at dusk. A semi-transparent world map is overlaid on the sky, with white lines connecting various global locations. The text is centered over the map.

SALES REPS ARE EXPECTED
TO HAVE **DEEP** KNOWLEDGE
OF THE CUSTOMERS
AND THE MARKET LANDSCAPE

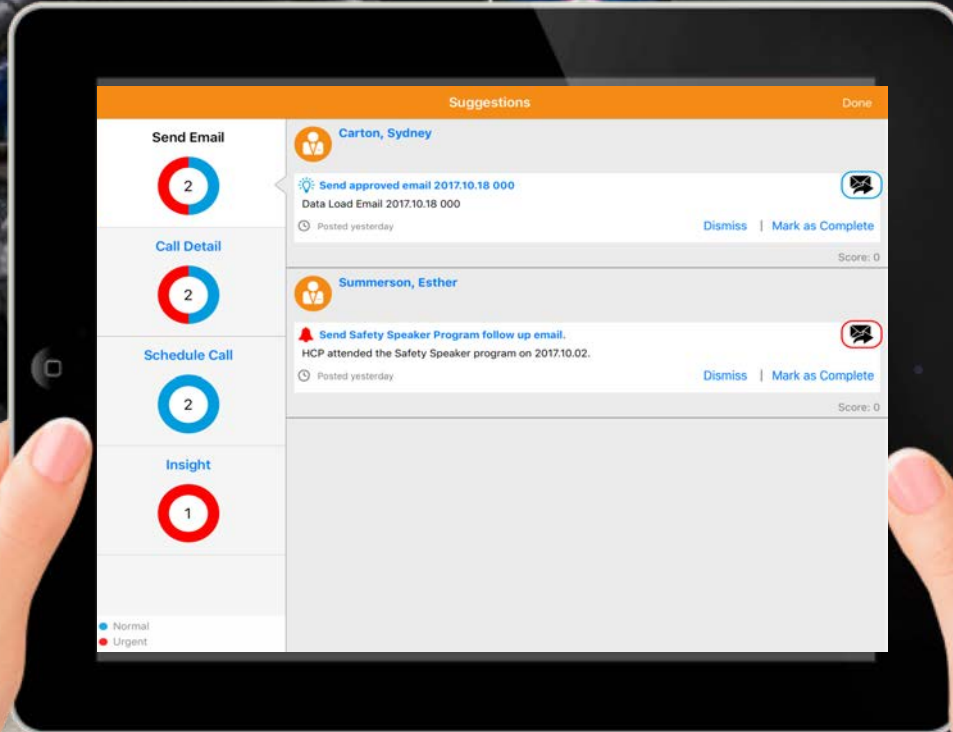
**TO DEMONSTRATE
INFLUENCE, REPS NEED THE
TOOLS TO ANTICIPATE
RELEVANCE**

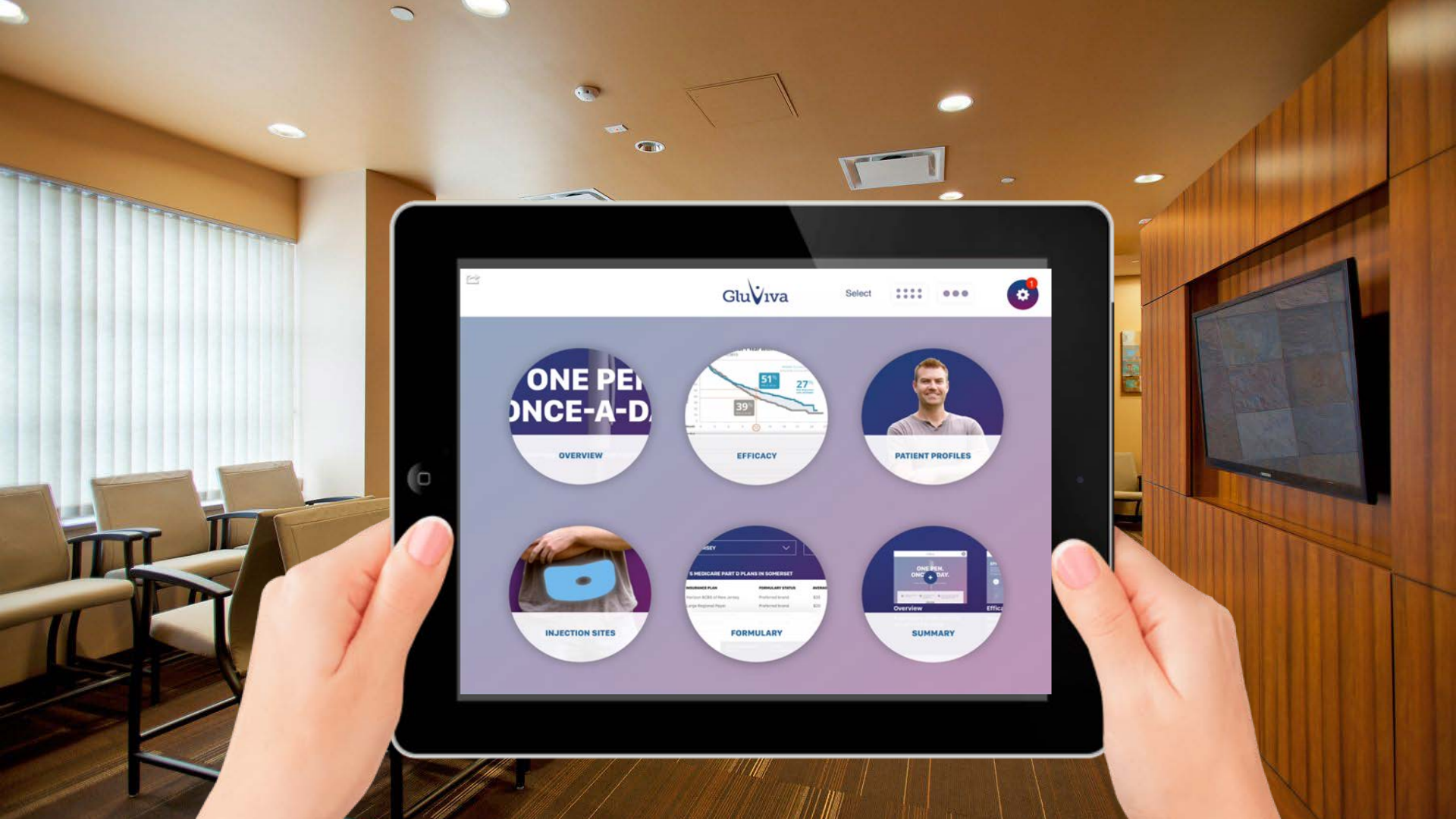


A LOOK INTO THE FUTURE...









GluViva

Select



**ONE PEN
ONCE-A-DAY**

OVERVIEW



PATIENT PROFILES

INJECTION SITES

FORMULARY

INSURANCE PLAN	PHARMACY	PHARMACY TYPE	PHARMACY
Medicaid (MCO) or New Jersey	Pharmacy brand	Pharmacy brand	\$10
Large Regional Payor	Pharmacy brand	Pharmacy brand	\$10

SUMMARY

**BRAND
SUPPORT AT A
PUSH OF A
BUTTON**







WHEN ALL THE EVA MODULES WORK TOGETHER

1. EVA plans their day
2. Informs them on "Next Best Action"
3. Then adds a suggestion in Veeva
4. Based on the suggestion they train themselves before the visit
5. Then they have EVA record the call



WHAT ELSE CAN EVA DO?

CHANNELS



SMART ASSISTANT DEVICES



TEXT OR CALL



APP OR WEBSITE

ABILITIES



PREDICTIVE MODEL/ NEXT
BEST ACTION



SCHEDULING
UPDATES



TRAINING



CALL RECORD
MANAGEMENT



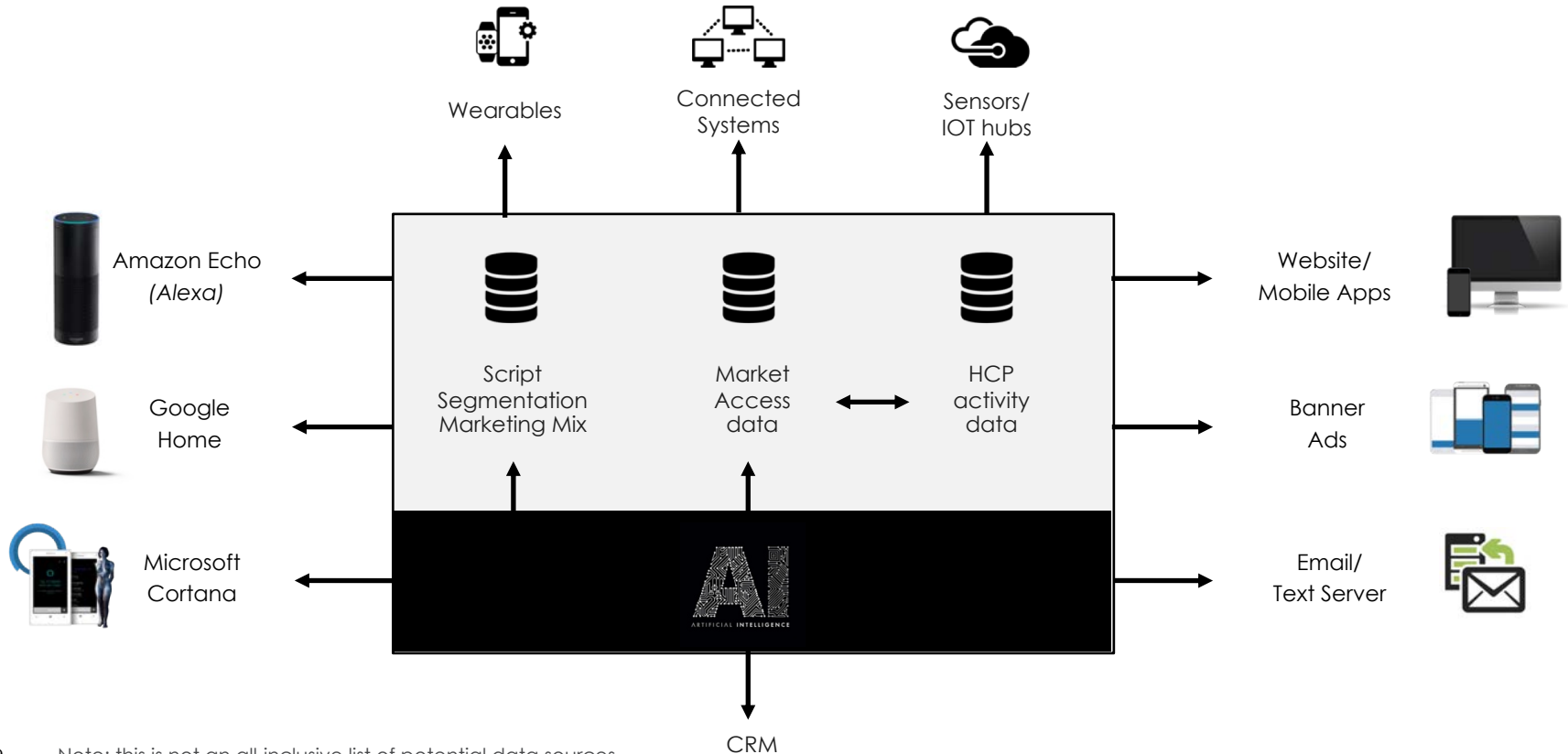
HCP
GEOLOCATION/
DIRECTIONS



STATUS UPDATES



AI-Powered Ecosystem



Benefits of AI-Powered Sales Reps

DRIVING IMPACT THROUGH ANTICIPATED RELEVANCE



**Sharpen
Customer Focus**



**Automated Learning
and Scheduling**



**Increase Rep Asset
Usage**



Elevate Strategic Skills



Productivity



**Reduce burden of
admin tasks**



An aerial photograph of a dense city skyline, likely New York City, viewed from a high angle. The image is overlaid with a gradient that transitions from a teal color on the left to a yellow-green color on the right. The text "THE FUTURE IS NOW" is centered in the upper half of the image in a large, white, sans-serif font.

**THE FUTURE
IS NOW**

INTOUCH GROUP

THANK YOU

GROUP™



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INTOUCH GROUP™

Q&A



Contact Us

IF YOU HAVE QUESTIONS, PLEASE CONTACT:



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