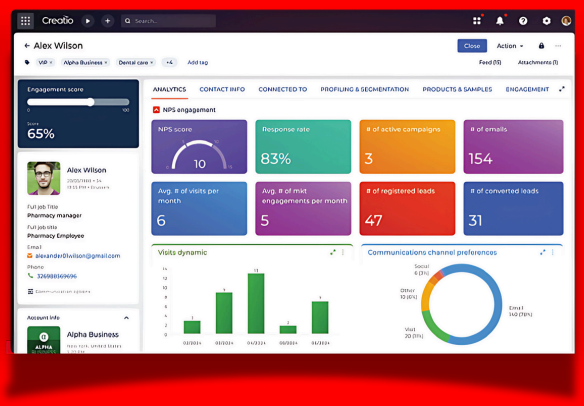
# FOR CRM, YOU HAVE MORE THAN TWO OPTIONS

**Introducing Keen Life Sciences**
An agile, affordable CRM solution for commercial operations.




**AI-native, no-code Creatio platform:** Enable your workflows, integrations, and compliance — today and tomorrow.

**Pre-configured functionality by Keen Life Sciences:** Built for provider, patient, and opinion leader engagement.

**Pre-integrated add-ons:** Detailing, data services, routing, surveys, and more.

## PROFILES & AFFILIATIONS

### HCP Profiles

- Demographics & credentials
- Prescribing behavior
- Memberships & affiliations
- Eligibility & compliance flags
- Specialty & therapeutic focus
- Engagement history & channel preferences

### HCO Profiles

- Facility types & characteristics
- Hierarchies & networks (i.e., affiliations)
- Contracting & formulary status
- Staffing metrics & specialties

### KOL Profiles

- Identification & assessments
- Speaker bureau participation & alignment
- Publications & research interests

### Patient Profiles

- Demographics
- Linkages to households / caregivers
- Prescriptions & claims
- Anonymization & compliance

## ENGAGEMENT & INTERACTION

### Call & Visit Management

- Call planning, scheduling, reporting & signature capture
- Product detailing & samples (including tablet app)
- Metrics for reach, frequency, prescribing behavior, and engagement level

### Omni-Channel Communications

- Approved email & consent management
- Remote engagement / video calls (with metrics)
- Digital channels: Email, portal, text, voice, bot

## MEDICAL AFFAIRS

### Medical Information Requests (MIRs)

- Intake & triage workflows
- Approvals & fulfillment integration
- Audit trails & version control

### MSL Engagement

- KOL activity tracking & outcomes
- Scientific interactions logging
- Clinical trial site support
- Field medical planning & segmentation

## TERRITORIES & TEAMS

### Territory Management

- Automated & manual assignments
- Flexible alignments by TA, product, geography, etc.
- Goal setting & performance tracking

### Key Account Management (KAM)

- Team identification & communications
- Account plans & stakeholder assignments
- Cross-functional handoffs & tracking

## ASSETS & CONTENT

### Promotional Materials

- Central knowledge base / content repository
- MLR-reviewed assets & approval workflows
- Expiry & re-approval tracking

### Digital Detailing Assets

- CLM slide decks & interactive content
- Version-controlled deployment to tablets
- Usage analytics per HCP/HCO

## DATA INTEGRATION, ENRICHMENT & STEWARDSHIP

### Integration & Enrichment

- Pre-integrated with Data360 and MedPro Systems for provider master data, compliance checks, and field engagement
- Easily extendable to IQVIA, Veeva OpenData, Komodo, and others via Creatio's flexible, no-code API tools

### Analytics & AI Enablement

- Unified data layer for real-time insights
- Predictive engagement & next best action (AI)
- No-code filters, dashboards, and KPI reporting

Keen Life Sciences POWERED BY Creatio

## BENEFITS OF NO-CODE & AI

- **Rapid Time to Value:** Pre-configured, full-featured functionality accelerates both the launch of a new CRM and the transition from legacy platforms--de-risking the move to modern commercial operations.
- **Unmatched Agility:** Built on the no-code Creatio platform, Keen Life Sciences lets IT and commercial teams tailor processes, automations, and dashboards without consultants or vendor lock-in.
- **Affordable Costs**: Licensing, implementation, and maintenance costs are significantly lower than the two dominant platforms, freeing budget for growth initiatives instead of system overhead.
- **Compliant & Secure:** Compliance-ready for samples, approved content, and audit trails; with RBAC), AWS/Azure hosting, SOC 2 & ISO 27001 certifications, and good-practice frameworks built into workflows—delivering confidence in a regulated environment.
- **Actionable Insight:** Real-time dashboards, KPIs, and ad-hoc analytics are available through no-code tools or BI integrations, giving managers and reps actionable insights that improve engagement, compliance, and outcomes.
- **AI Collaboration**: Native AI capabilities deliver next-best-action guidance, predictive insights, and automated stewardship—augments field teams and MSLs without adding complexity.

# 80% READY. 20% YOU.

Pre-configured for life sciences, with no-code flexibility to make it yours.

## PRE-INTEGRATED FOR FIELD ENGAGEMENT, AUDIENCE INSIGHT & TRUSTED DATA

### PLATFORCE
(FIELD ENABLEMENT)

Platforce is a tablet app for reps, pre-integrated with Keen Life Sciences, that enables compliant, real-time provider interactions—with call capture, content sharing, and sample logging—even offline, with seamless sync to KLS.

platforce

### DATA360
(AUDIENCE INSIGHT)

Data360 delivers authenticated HCP data and intent signals within Keen Life Sciences, giving commercial teams precise audience insights to enable smarter targeting and campaign activation.

DATA360
Turning Data Into Intelligence

### MEDPRO SYSTEMS
(TRUSTED DATA)

MedPro Systems provides accurate, comprehensive HCP/HCO identifying data from 30M+ records, helping Keen Life Sciences customers ensure compliant sampling, engagement and transparency reporting.

MedPro Systems

## HIGHLY AWARDED BY INDUSTRY ANALYSTS AND USERS

- The **only Leader** in The Forrester Wave™: Low-Code Platforms for Citizen Developers, Q1 2024
- A **Leader** in Gartner Magic Quadrant for B2B Marketing Automation Platforms, 2024
- A **Visionary** in Gartner Magic Quadrant for Sales Force Automation, 2024
- A **Strong Performer** in The Forrester Wave™: Customer Service Solutions, Q1 2024

Gartner FORRESTER®

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## INTERESTED IN LEARNING MORE?

**Get a demo:** www.keen360.com

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