

ALLOW SALES REPS TO ORCHESTRATE MULTI-CHANNEL HCP COMMUNICATIONS

## RepNavigator

According to a recent survey, only **34% of HCPs plan to take in-person visits from sales reps in 2022**. Life sciences companies are rethinking how to get their brand messaging out to their customers and keep their sales reps involved at the same time. Sales rep-enabled communications are becoming an essential focal point.

**97%** **5:1**

**Rep Utilization  
Rate**

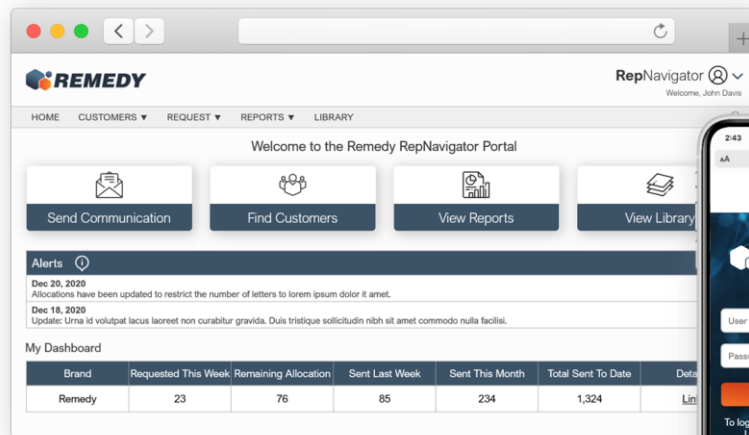
**Script  
ROI**

### The Current HCP Access Situation...

Access to busy HCPs has long been the challenge for life sciences companies everywhere; this reality has been amplified due to the pandemic. Interestingly, marketing has been fine-tuning non-personal promotion for the last decade and with recent changes, virtual tactics and NPP have moved to the forefront. Regardless, HCPs still want to hear from their sales reps, just not in-person.

Which brings us to the good news... sales rep-delivered communications are opened at 3-4x the industry standard engagement rate...so how to take advantage?

Given sales reps own the HCP relationship, and marketing has access via non-personal channels and tactics, the opportunity is to combine the best aspects of each, resulting in a technology-enabled sales rep solution to solve for the HCP access challenge.



### Introducing Rep Navigator: Customized Rep-Triggered Communications

Sales reps sending dynamic, personalized email and print information on-demand. Reps select from a variety of compliant materials and messages, then trigger delivery across email and direct mail channels, including HCP-specific cost and coverage information not available in other platforms.



## Contact Us

Contact MNG Health today for a complimentary assessment of your sales rep tool needs at **(888) 450-9140** or by email at [info@mnghealth.com](mailto:info@mnghealth.com).

# THE MNG ECOSYSTEM ADVANTAGE

## Harness the power of connected channels and tactics

MNG Health leverages its connected ecosystem and proprietary data insights to efficiently deliver technology-enabled marketing solutions for life sciences brands and enterprises. Proprietary technology enables dynamic deployment of omnichannel offerings resulting in personalized HCP and patient experiences. From national virtual broadcasts, virtual advisory boards, sales rep-triggered communications, and non-personal promotion, MNG Health delivers connected journeys for HCPs and patients.

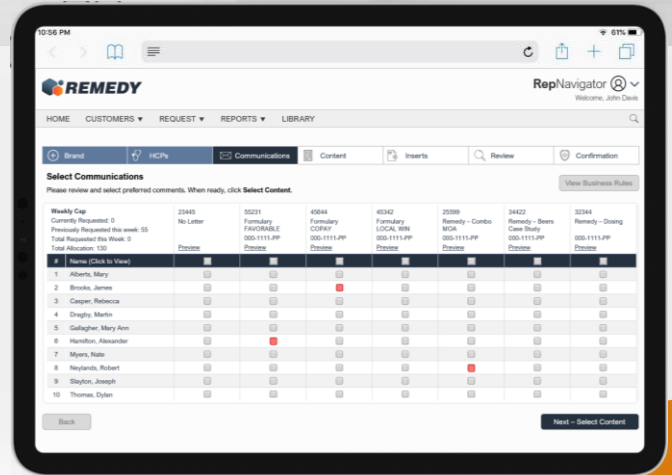
### Rep Navigator – A Closer Look

Part of Rep Navigator's success comes from its intuitive workflow that leverage the sales rep's innate knowledge of their customers' needs to **deliver a CUSTOMIZED message that matters.**

1. Select preferred HCPs from aligned customer master
2. Pick from available approved message templates for each HCP
3. Rules are applied in real-time with explanations for any blocks or limits
4. Personalize with variable content, dynamic messaging, and inserts
5. Review customers and selected communications
6. Messages are delivered and status provided for each customer record

### Sales Rep Focus – 100% on Targets

With MNG focusing on the platform, business rules, messaging, and reporting, reps can place 100% of their focus on what matters – their target HCPs. Dynamic reporting integrated with existing CRMs provides one single view of the customer – **turning insights into elevated call planning actions.**



### TRUSTED FOR

Technology-enabled engagement solutions powered by our connected ecosystem and advanced data insights

- ✔ **Multichannel Campaigns**  
Deliver strategic brand content across key channels
- ✔ **Live and On-Demand Virtual Events**  
Extend reach and impact through virtual offerings
- ✔ **Sales Representative Enablement**  
Empower reps to deliver multichannel communications
- ✔ **Opinion Leader and Speaker Advocacy**  
Maximize KOL influence within immersive journeys
- ✔ **Patient Engagement**  
Educate patients via connected solutions



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