

ENABLE SALES REPS TO GAIN ACCESS TO TARGET HCPS

Sales Rep Enablement

According to a recent survey, only 34% of HCPs plan on seeing sales reps in person in 2022. As a result, life sciences companies are rethinking how to best utilize their sales force and their unique capacity for building strong HCP relationships. Sales rep-enabled communications are becoming an essential focal point in multi-channel marketing campaigns.

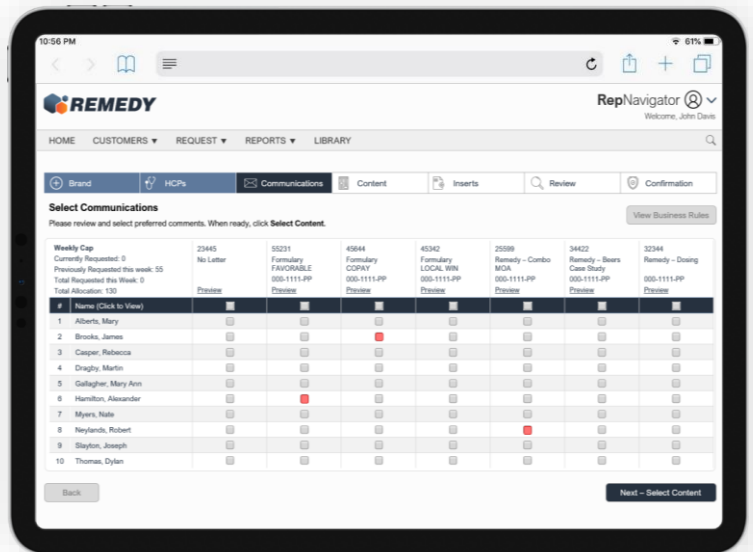
RepNavigator

Dynamic, personalized emails or and print to target HCPs via a single sign-on, dedicated web application (no apps or downloads required). Selecting from a variety of compliant materials and messages, reps can trigger delivery across email and direct mail channels. We can also include the ability to send approved, HCP-specific cost and coverage information, highly requested and valued by HCPs.

Digital Rep Communications

Empower your sales force to compliantly curate and deliver personalized content galleries to key customers via the **Interactive Media Hub™**. Reps can select from a range of approved brand assets, curating a personalized content gallery for their target HCPs, delivered via a preapproved, compliant email message. Sends, opens, clicks, and content engagement are all reported on in real-time. This information can turn insight into action by elevating call planning and Rx volume significantly.

34% Only 34% of physicians say they will take an in-person pharma sales meeting in 2022 (Yahoo! News)



The good news?

- Sales rep-delivered communications are opened at **3-4x the industry standard engagement rate**.
- MNG Health's two sales rep-focused platforms address this challenge.
 - **Utilization rates average at 97%**
 - **Overall ROI at 5:1**



Contact Us

Contact MNG Health today for a complimentary assessment of your sales rep enablement needs at [\(888\) 450-9140](tel:8884509140) or by email at 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.

We provide the industry's one and only connected ecosystem platform – Engage360

An exponentially more intelligent, efficient, and effective platform for HCP and patient communication, **Engage360™** is an always-on, fully connected ecosystem of channels and tactics that delivers smart omnichannel engagement, informed by over 20 years of multichannel marketing experience.

Optimized HCP Journeys

As each HCP engages across the available touchpoints, all activity is tracked, aggregated, and leveraged for the next interaction. Actual HCP behavior dictates the subsequent content, channel, and cadence of delivery.

The Result

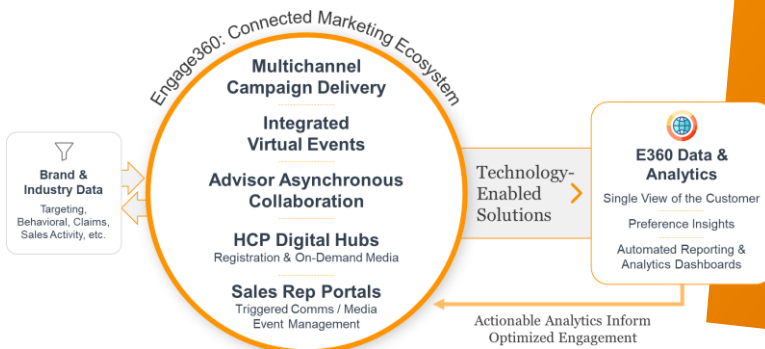
This dynamic, next-best action approach inspires HCPs to move from brand awareness to consideration to deeper educational engagement to increased Rx in the shortest possible timeframe.



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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