



**Streamlining Life-Sciences
Customer Engagement**





AGENDA

- **Introduction**
- Key Product Features
- Why Vida CRM System

Why Traditional CRMs Fail in the Field !



The Reporting Trap

Heavy administrative burden turns strategic Medical Reps into data entry clerks. **40%+ of time** is lost to reporting instead of selling.



Global Bloat

Over-engineered global systems are too "heavy" for local infrastructure, ignoring the specific agility required for **MENA workflows**.



Inconsistent Data

Lack of a unified, verified HCP database leads to **"Dirty Data"**—fragmenting insights and weakening strategic outreach.



The Sync Failure

Poor offline performance in hospital zones leads to sync failures and **lost interaction records**, creating gaps in customer history.



A Mobile-First CRM System
built for MENA Life Sciences Industry



Speed, Simplicity & Local Intelligence Reimagined

For the MedRep: Productivity, Not Paperwork

-  **The "Elevator Rule"**
Log a complete, professional visit in **under 30 seconds**—maximizing field time and reducing burnout.
-  **Offline-First Engineering**
Built specifically to work in **hospital basements** and remote areas. Data syncs flawlessly when online.
-  **Memory Jogger & Planner**
Instant view of last visit notes and intelligent **drag-and-drop** scheduling for optimal routing.
-  **HCP Relationship Tools**
Automated alerts for birthdays and key milestones to foster **deeper HCP relationships** and trust.

For Management: Real-Time Strategic Clarity

-  **Plan Adherence Tracking**
Verify if teams are executing the **agreed strategy** or working randomly. Drive consistency across territories.
-  **Coverage & Frequency Control**
Ensure your **Class-A targets** get the exact attention they deserve. Zero wasted effort on low-tier leads.
-  **Product Detailing Optimization**
Monitor which molecules are winning the **"Share of Voice"**. Pivot messaging in real-time based on field data.



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Operations Engine - Powering Field Execution

Build, control, and scale your field force with precision

UNIFIED ADMIN CONSOLE



Unified Admin Console

Manage users, territories, HCPs, products, and performance from a single hub.



Auto-Populated Territories ("My Universe")

Dynamic HCP assignment by geography & specialty – zero manual effort.



Smart User & Role Management

Secure onboarding, role-based access, instant deactivation, full audit trails.



Bulk Ops at Scale

Excel-based uploads for territories & HCPs with built-in validation.



ALL-IN-ONE CONTROL HUB



Intelligent HCP Data Engine

Fuzzy matching + approval workflows ensure accurate, deduplicated data.

EXECUTION & INSIGHT



End-to-End HCP Management

Search, segment (A/B/C), reassign, and track full history.



Role-Based Insights

Reps, supervisors, and managers see exactly what they need.



Cycle Planning & Target Automation

Set targets by class; auto-allocate and track rep performance vs. goals.



Real-Time Notifications & Auditability

Instant updates with complete action tracking.

HCP Directory Engine - A Single Source of Truth for Every HCP

Clean data. Fast access. Smarter targeting.



Lightning-Fast Smart Search

Auto-complete, partial matching, and sub-second results across large HCP datasets



Unified HCP Profiles

Complete view: demographics, specialty, workplace, engagement style, visit history, and next actions.



One-Click Universe Expansion

Instantly add HCPs to a rep's universe with full visibility and audit tracking



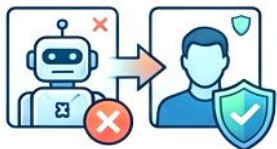
Guided HCP Creation & Verification

Add new HCPs with validation, approval workflows, and seamless migration to global directory



Duplicate Prevention with AI Matching

Fuzzy logic detects potential duplicates in real time, and compliance-ready controls.



Duplicate Prevention with AI Matching

Fuzzy logic detects potential duplicates in real time, ensuring clean, reliable data.



Master ID System for Data Integrity

Unique, immutable IDs standardize HCP tracking across markets and systems.



Dynamic Targeting & Segmentation

Assign and manage HCP classes (A/B/C) in bulk or individually with full audit trails.



Secure, Localized Data Management

Country-specific visibility, encrypted contact data, and compliance-ready controls.



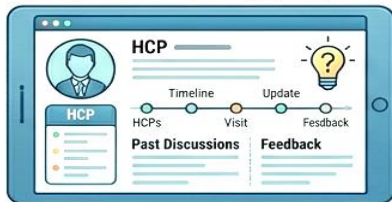
Always Up-to-Date Interaction Context

Last visits, notes, and planned activities surfaced directly within each profile.

Engagement Engine - Elevating Every HCP Interaction

Turn every interaction into a personalized, high-impact touchpoint

Context-Rich HCP Profiles ("Memory Jogger")



Instant access to visit history, past discussions, and feedback—always up to date

Personalized Engagement Cues



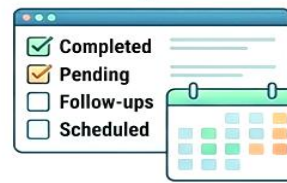
HCP preferences (e.g., communication style) help reps tailor every interaction

Proactive Relationship Triggers



Built-in reminders like birthdays and key events with one-click outreach

Seamless Follow-Up Management



Schedule, track, and complete follow-ups with automated reminders and visibility

Closed-Loop Request Handling



Closed-Loop Request Handling

Capture HCP requests (samples, medical info) and track fulfillment centrally

In-Flow Coaching & Feedback



In-Flow Coaching & Feedback

Real-time feedback tied directly to visits, visible across reps, supervisors, and leadership

Rep Productivity Reports (1-Click)



Rep Productivity Reports (1-Click)

Auto-generated monthly summaries with key KPIs, ready to share or download

Actionable Home Screen Widgets



Actionable Home Screen Widgets

"Upcoming Actions", reminders, and engagement insights—prioritized for daily execution



Real-Time Sync Across Teams

Every interaction, update, and activity is instantly reflected across the organization

Execution Engine - Plan Smart, Log Fast, Track Everything

From weekly planning to real-time execution, built for speed and accuracy

SIMPLE, FAST VISIT LOGGING



Log visits in seconds
with only essential inputs—
Products discussed, visit type,
and optional feedback—
standardized for analytics

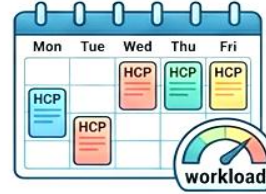


**Structured Capture
of Key Data**
Every visit automatically linked
to the weekly plan for precise
adherence measurement.



“Execution Layer” →
Where strategy meets
real-world field activity

SMART WEEKLY PLANNING



**Intuitive Weekly
Planner**
Drag-and-add HCPs into
daily schedules with clear
visibility of workload.



**Real-Time Progress
Tracking**
Monitor completed vs.
planned visits with visual
adherence indicators.



**Built-In Request
Capture**
Log HCP requests (samples,
medical info) and trigger
instant follow-ups.



**Offline-Ready
with Auto Sync**
Log visits anywhere; data
syncs seamlessly when
connectivity returns.



**Editable with
Full Audit Trail**
Update recent visits with
complete history for compliance
and transparency.



**Supervisor Visibility
& Feedback**
Managers review, guide,
and optimize rep plans
proactively.



**Coverage Gap
Detection**
Identify missed HCPs
(especially Class A) and get
actionable recommendations.

Offline-First Experience - Work Anywhere, Sync Seamlessly

No signal? No problem. Never lose a visit.



Fully Functional Offline Mode

Log visits, access HCPs, products, and plans—no internet required.



Conflict-Safe Data Handling

Intelligent rules ensure the latest updates win, with alerts when needed.



Automatic Background Sync

Data syncs instantly when connectivity returns—no manual effort.



Optimized for Low Connectivity

Compressed data, fast sync times, and minimal bandwidth usage.



Smart Local Caching

Key data stored securely on-device for fast, reliable access.



Seamless File & Content Access

Offline availability with resumable downloads and Wi-Fi controls.



Clear Sync Visibility

Users see pending items, sync progress, and confirmation in real time.

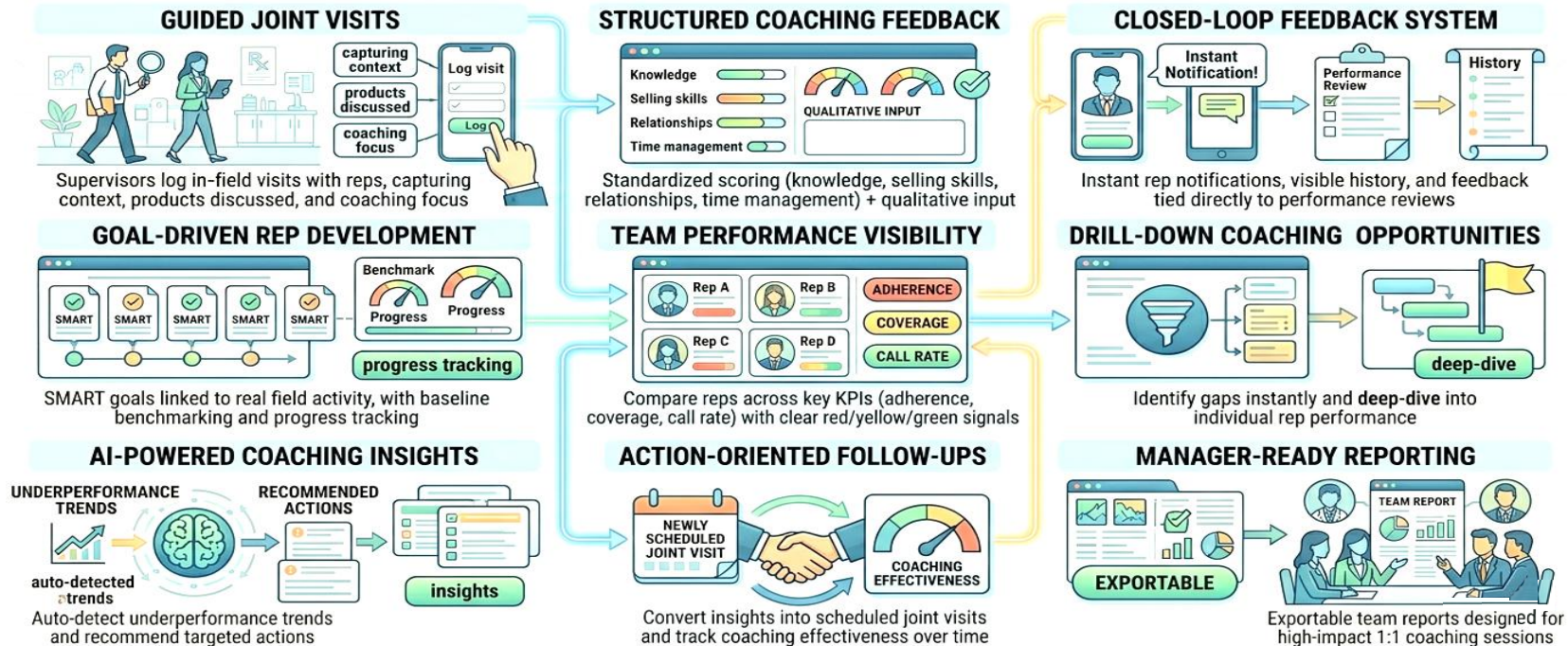


Proactive Sync Monitoring

Alerts for delayed syncs and admin-level visibility into sync health.

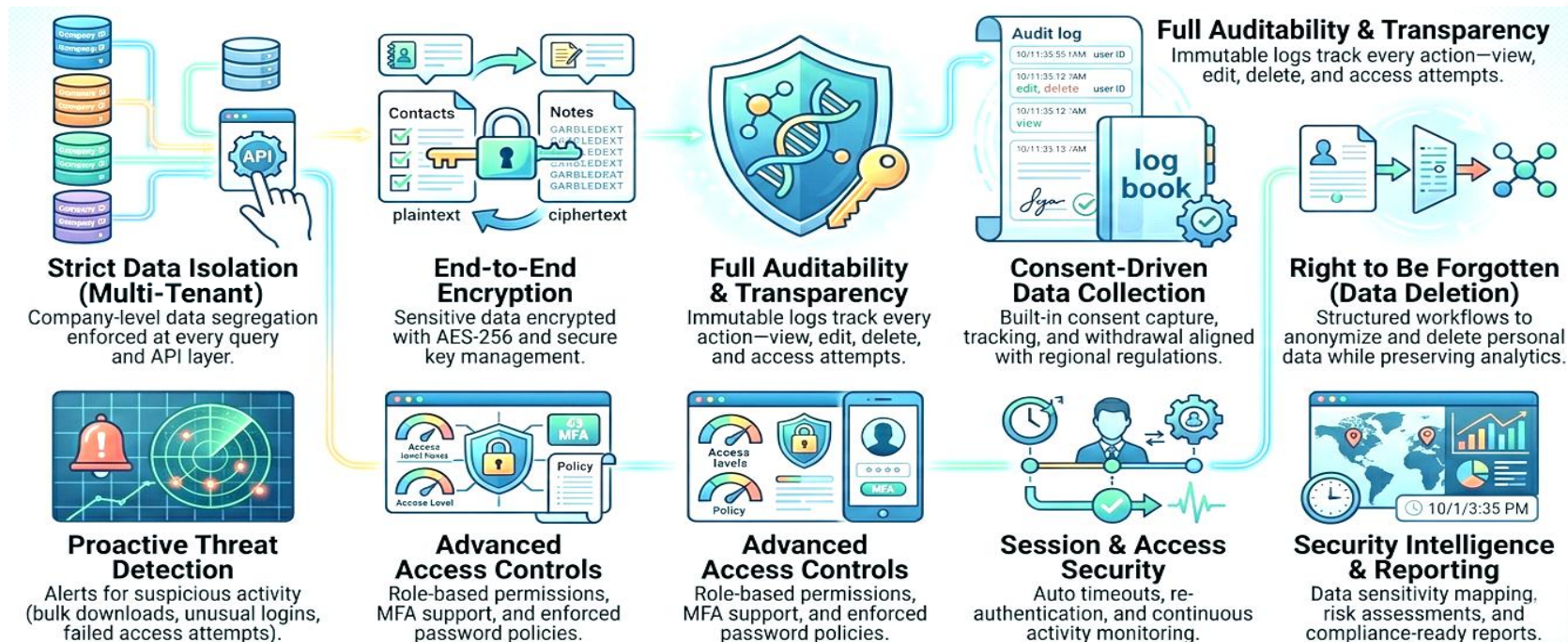
Coaching Engine - Turning Managers into Force Multipliers

From field observation to measurable rep improvement



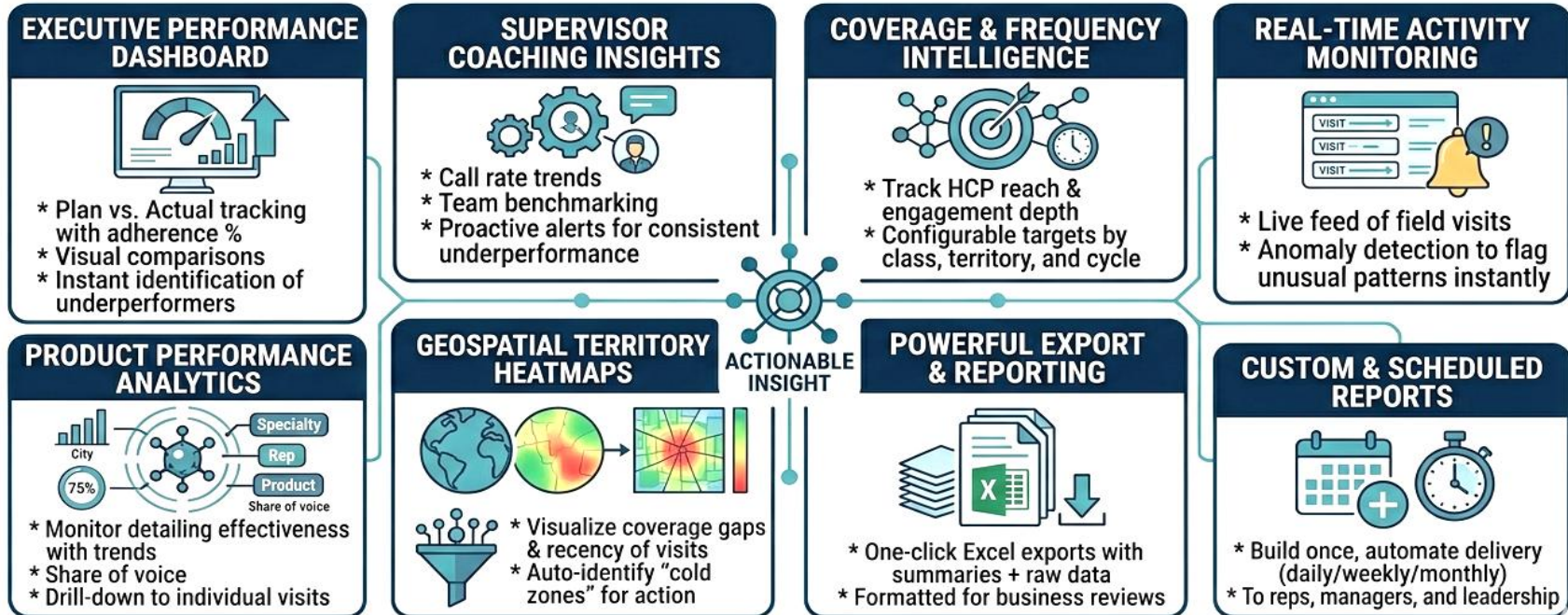
Privacy & Security - Built-In Trust by Design

Enterprise-grade protection for sensitive healthcare data.



Insights Engine - Driving Performance & Growth

Turn field activity into measurable, actionable outcomes





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Why Chose Vida CRM System

Feature	Global CRM Systems	Vida CRM System
Learning Curve	High (Requires Training)	Zero (Intuitive & User Friendly)
Sync Speed	Heavy & Slow	Instant & Light
Local Support	External & Offshore	On-Ground Local Experts
Cost & Value	Premium Pricing	Value-Driven, Highly Scalable



We never stop updating Vida CRM, we update our application with best new features and listen to our customers' reviews.



20 years of industry experience combined with technical innovation. We aren't just software developers; we are pharmaceutical experts.



Compliance: Fully aligned with Global and Local Data Protection Laws.



Visionary Intelligence - Decisive Action

Thank You!

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