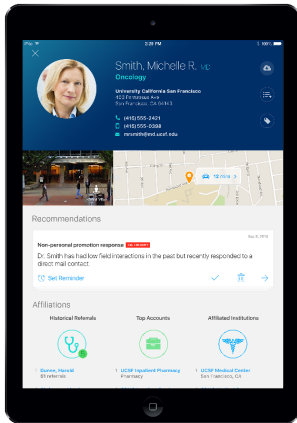


Zephyr Recommendations

In today's increasingly challenging environment, where almost half of Healthcare Providers (HCPs) have a no-call policy, your sales teams need comprehensive and actionable insights to have more relevant and meaningful conversations with high-potential targets.

Unlock sales potential with linked data

Zephyr Illuminate™ integrates CRM data with public and vendor data to provide you with robust insights on physicians, accounts and institutions. With the most complete details on physicians' research of interest, publications, leadership roles, level of influence, competitor sales, and more – you can rest assured you are reaching your high-potential customers.



Dr. Smith has had low field interactions in the past but recently responded to a direct mail contact.

Get actionable next steps

Zephyr Recommendations are a unique combination of HCP activity data, HCP attributes, and *Zephyr Scores* extracted from *Zephyr Illuminate's* integrated data platform. These actionable next steps are delivered in both web and mobile apps, with links to detailed HCP and institution profiles for deeper medical and market context. Visibility to the underlying data and scores drives faster, more confident field execution and richer customer interactions.

Trigger Event

Decrease in product's market share month-over-month

+

Criteria

HCP is in top 75% of product's market basket prescribers

+

Expiration Date

Recommendation valid for 1 month after the trigger date

=



Product's market share decrease

Dr. Smith has 10% decrease in product's market share from 2017-01-01 to 2017-02-01.

Key Benefits

- Foster stronger relationships with key accounts by communicating timely market insights and tailored messages.
- Give your field teams a data-driven view of their territory, with dynamic alerts, to help them stay abreast of market changes.