

A photograph showing several people in business attire gathered around a table, looking at and pointing to various data visualizations on tablets and clipboards. The scene is brightly lit, suggesting an office environment.

# BEVER CRM PHARM

Solution for pharmaceutical companies

## What is BeverCRM Pharm?

**BeverCRM Pharm** is a fully functional relationship management system for pharmaceutical companies with medical institutions.

The system is based on the management of planning visits to honey. institutions and meetings with doctors, performance monitoring, analytical reporting, performance evaluation of medical representatives.

The maximum productivity of the representatives in promoting the brand and products of the company, reducing the time for planning and executing activities, collecting feedback and receiving analytical reports is the main result of using the BeverCRM Pharm system.

Powerful tools for data visualization and the rapid receipt of analytical reports are the key to the high efficiency of the interaction of pharmaceutical companies with medical institutions, pharmacies, doctors and fellow pharmacists.

Unified base of  
Medical  
institutions,  
Pharmacies,  
Doctors

Visit planning,  
Feedback collection

Data  
Visualization

Analytical  
Reporting

## Productive work of a medical representative

How to achieve maximum efficiency in the work of sales representatives?

**Bever Pharm** provides maximum productivity for representatives of the company to promote the brand and products of the company, while reducing planning time and execution of activities, collecting feedback and obtaining analytical reporting.

The system is actively working in leading pharmaceutical companies, in particular, in Liqvor, Pharmatech, AgroPharm.

### Key features and benefits

- 1. Automation of the work of medical representatives.** Includes the entire process from planning visits to medical facilities before execution, feedback collection, and segmentation by categories of doctors and pharmacists pharmacies. segmentation by categories of doctors and pharmacists pharmacies.
- 2. A single consolidated database.** Always at hand all the data about medical institutions, their specialties and doctors, as well as about promoted drugs and brands, their descriptions and presentation materials.
- 3. Segmentation of the customer base.** The system includes flexible and easy-to-use segmentation tools for doctors and pharmacists according to various criteria
- 4. Analytical reporting.** Access to the necessary analytical reporting and data visualization allows you to always be informed about current performance indicators, and therefore quickly and accurately plan the work of representatives and make the right decisions on marketing activities. A well-developed and flexible notification system will always remind you of the occurrence of certain events.

### BEVER CRM PHARM. MAIN ADVANTAGES.

- A unified database of doctors, medical institutions and pharmacies
- Management of the work of medical representatives
- Management of drug promotion campaigns
- Visualization of key indicators. Plan fact analysis
- Regular analytical reporting. Monitoring of execution and decision making.

## Flexible management tools for the leader

### Managing a team of medical representatives.

- Development of individual action plans
- Training and development of a group of medical representatives (double visits)
- Performance monitoring and data analysis

### Organization of work to promote the services of the company in the fixed territory.

- Identification of key customers and partnerships
- Maintaining relationships with doctors, providing information support

### Monitoring visits and feedback collection

- Coordination of drug promotion activities
- Work distribution and activity planning
- Monitoring the implementation of key indicators by medical representatives
- Data analysis and reporting on the implementation of planned indicators

### Six basic data analysis tools

- Graphs, charts, Tables and views, Dashboards
- Dynamic lists of client segments, Advanced data search
- Analytical reporting, Notification system

	EXECUTION	CONTROL
PLANNING	Single base of visits <ul style="list-style-type: none"><li>- goals</li><li>- products</li><li>- brands</li></ul>	Distribution of work between representatives and resource management
ANALYTICS	Feedback collection Market segmentation Categorization of doctors	Analytical reporting of the effectiveness of marketing activities

## Key Use Results

**BeverCRM** will help you choose the most optimal solution to ensure high efficiency in the execution of processes and tasks

INCREASE PRODUCTIVITY	REDUCTION OF OPERATING COST	RISK MANAGEMENT
Planning Executiion Teamwork	Resource allocation Process automation	Notification system Reporting Key Indicators

We will show you how you can strengthen interaction with customers, expand the capabilities of our team and optimize the organization's work in a digital transformation.



Experts are always happy to answer your questions



*At the poles of digital transformation*