



Products & Services Overview

Our mission is to accelerate the profitable growth of our clients.

Founded in 2001, AdvantageMS delivers actionable business solutions to the global Pharmaceutical and Healthcare industry. We offer a premier portfolio of robust commercial strategies, sophisticated analytical and informatics-based tools, and creative outsourcing options.

Significant changes in market dynamics are forcing Life Sciences companies to lower operational costs and maximize marketing & sales effectiveness, all while meeting changing and challenging regulatory requirements. AdvantageMS is helping our clients meet these challenges head on.

- Compliance services ranging from compliant provider data to full outsourcing of compliance reporting
- Due Diligence for your Speaker and KOL program
- Strategic sales force effectiveness consulting. Provider/KOL targeting to sales territory analysis
- Master data management (MDM) from strategy to full outsourcing of your customer master and MDM.



Consulting:

AdvantageMS helps our clients envision a future state, and then helps them achieve it.

- Sales Strategies
 - Sales force design including promotion response modeling, resource allocation, and group practice deployment
 - Territory design & optimization including territory alignment
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- Master Data Management / Customer Data Integration
 - Current state documentation and future state definition
 - Implementation roadmap development
 - Governance & stewardship including design and implementation

Services:

AdvantageMS utilizes our National Provider Database, Group Practice Affiliations File, and master data management expertise to deliver a wide range of services:

- Data Licensing
 - National Provider Database, a trusted source for more than 2.2 million providers
 - Group Practice Affiliations File with 50,000+ group practices phone validated annually
 - Kaiser Affiliations File and Niche Files (Niche File Example: Cystic Fibrosis Foundation)
 - Email Marketing with over 900,000 addresses
- Data Services
 - Standardize & Cleanse
 - Data Stewardship
 - Best of Breed Address
 - Dead, Moved, Retired Validation
 - Data Enhancement
 - Compliance Data Integration, including: NPI ID Appending, Specialty Verification, Full Specialty Profile for compliant targeting, State License Validation, and more.
 - HCP Investigations & Infractions including a history of adverse actions and early warning of pending action
 - Comprehensive Compliance Reporting

Software:

AdvantageMS develops and supports software products that deliver high value to our clients:

- Storefront AdvantageMS
 - Our portal into Provider and Compliance data for Data Stewardship and Data Enhancement
- Application Interface (API)
 - Real time access to the current provider data from within any application
- SFA Integration
 - Prebuilt integrations to Veeva, Salesforce.com, and CRM OD
- AlignPlus Enterprise, including AlignPlus and AimPlus
 - Scalable territory management software to support your sales and marketing operations, territory alignments, and territory and route optimization

