

# The Virtual Rep for commercial acceleration

The 1-click device bringing Pharma and Physicians closer



## 85% of physicians would try new “virtual service” technology to access sales reps.

Physicians constantly seek new information on existing drugs and new product launches to support their patients. Pharmaceutical representatives traditionally act as key channels to supply drug related information - spanning new product development, updated literature or required samples.

Increasing workloads, decreasing resources and information saturation are impacting the relationships doctors once had with pharma reps and their companies. The gap between Physicians and Pharma is increasing.

Swittons is the end-to-end Enterprise IoT solution for commercial acceleration. From dashboard to device to data, Swittons powers seamless engagement between physicians, pharmaceutical representatives and their organizations. Swittons is powered by the proprietary technology and expertise of P360, built on a Microsoft Azure cloud.

### Why Swittons for Pharma:

- The gap between Physicians and Pharma is increasing
- Only 44% of Physicians are accessible
- The average physician gets about 2,800 contacts per year from a single pharma sales rep
- Target whitespace and amplify new launches
- Engage Physicians based on their communication behaviors
- Amazing potential ROI



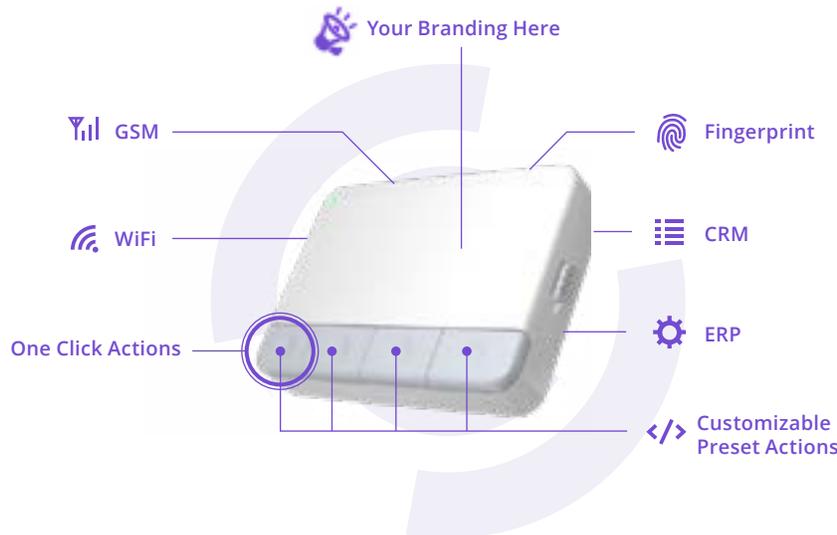
### Remote Functionality

Stand-alone or stacked, devices are at customer's fingertips for 1-click 1-action, easy ordering capability.



### Agile Design

Each button can be programmed with a specific "Action" - from order placement to request a phone call - button programming can easily be updated remotely to meet the needs of your changing business.



### Advanced Security and Connectivity

FCC certified, Swittons are available in Wifi or GSM configurations, with or without fingerprint authentication\* for various levels of security.



### Easy Integration

Performed remotely, with minimal work for your customer, setup is a plug and play and provides seamless linkage to your existing CRM and ERP systems.

\* Device design varies with fingerprint configuration

## Your missing link in Closed Loop Marketing.

Ubiquitous, functional marketing - on Physician's desks. Reactive to physician behavioral data, re-programmable quickly and remotely, and marked with your brand - bringing functionality to your marketing ecosystem.

## Better engagement. Better data. Better intelligence.

From conception to completion, the information flow is designed for ease of initiation, transmission, and delivery.

The device programming provides simplicity at the user end - combined with the small device size, physicians are easily communicating their needs. Immediate action is triggered, stored and analyzed at lightning speed.



**Better Partnerships.  
Better Design.  
Better outcomes.**



### Conquer Physician Access Problems

Penetrate whitespace where in-person visits are being controlled



### One-Click Sample Ordering

Keep your samples stocked with simple, automated logistics



### A Marketing Dream

Branded, functional marketing - your brand becomes ubiquitous with the Physician work environment

**For more information,  
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## Swittons Powered by P360 For Pharma

Swittons is the end-to-end Enterprise IoT solution for commercial acceleration. From dashboard to device to data, Swittons powers seamless engagement between physicians, pharmaceutical representatives and their organizations. Swittons is powered by the technology and expertise of P360.

P360 (formerly Prescriber360) powers pharmaceutical organizations with advanced, scalable and ROI-built commercial strategy and technology solutions. Delivering a 360 view through the pharma, prescriber and patient ecosystem, P360 designs and deploys capabilities that ensure highest efficiencies and returns on sales operations, data management, clinical trials, patient centricity, and IoT innovation.

A Microsoft Gold Partner specialized in life sciences, P360 has partnered with customers from Top Pharma to emerging biotech for over 25 years, committing to deliver higher efficiency and value.