

The recent introduction of our latest offering for the life sciences caused quite a stir and a bit of controversy. From a features/benefits standpoint, DRS 360 Plus – the product – is proving to be an overwhelming success in the market place. However, it seems many industry folks who have seen our product demo feel the name doesn't do it justice at all. Said one Pharma executive, "The term '360' has been around for a long time, but your product is better than that. It goes beyond the limitations of the traditional 360° customer view".



I, of course, politely thanked her for the compliment. But I did stop short of pointing to the big, bright, almost obtrusive orange "Plus" in our product's name which underscores the fact that DRS 360 Plus does indeed exceed the expectation.

Anecdote aside, some time ago we saw an opportunity to develop nothing less than the most essential, all encompassing, secure product sampling and ordering system available today by integrating elements of two great brands – DRS PDMA OneSource and DRS Professional Services.

Together this revolutionary new system provides more than a 360° view of your customers...it provides 24/7 monitoring for every department stakeholder in your organization.

I wish to personally invite you to experience the DRS360 Plus for yourself. Contact us today for a no-obligation demonstration.

Sincerely,

Rick McQuade
President/CEO
DRS

The DRS 360 Plus eSample/Ordering System

DRS 360 Plus was developed by Data Reduction Systems for the life sciences and that industry's ongoing commitment to delivering the most **relevant data** to stakeholders and only the highest level of services to healthcare providers and professionals.



At the core of DRS 360 Plus

DRS PDMA OneSource...

4 Ways HCPs can request samples

1. **In-person** -- Sales representative takes Direct Sample Send using smart device
2. **Customer Service Center** -- Inbound/Outbound Direct Sample Send
3. **Coupons & Vouchers** for Direct Sample Send
4. **Online** -- Direct Sample Send Request

All requests are fed into the DRS Central Data Warehouse Online Portal

- **Expands** the *relevant view* of new and existing customers
- **Pinpoints & Analyzes** sample request origin; i.e., website, banner ads, marketing, mail, fax, field or internal sales
- **Answers questions like:** Why do customers with field reps often request samples through a customer service portal?
- **Simplifies** the request-for-samples process



- Requests processed using business rules to manage compliance and sample allocation
- Decisive factors taken into account: New or existing, customer ordering frequency and quantities, HCP Specialty, open AOCs, state license eligibility...and more

DRS 360 Plus takes the notion of a full customer view to the next level as it identifies all *relevant audiences*. This in turn results in better outcomes for a broader array of *relevant customers* within healthcare and life science organizations

<u>Departments</u>	<u>Titles/Functions</u>	<u>Tools</u>
• Regulatory Compliance	• Field Representative	• Roll Up Reporting
• Commercial Operations	• Customer Service Agent	• Customer Touch
• Customer Support	• Field Management	• Analyses
• Marketing	• Senior Management	• Risk Analysis
• Aggregate Spend	• Brand Management	• Order Management
		• Customer Service

DRS 360 Plus optimizes individual and departmental relationships

About DRS 360 Plus

Outside sales representatives? Customer service center? Coupon vouchers? Online verified by electronic PIN? Whichever method you use to distribute prescription drug samples and informational materials, DRS 360 Plus provides more than a 360° view of your HCP customer. It provides 24/7 monitoring for every department stakeholder. Compliance. Aggregate Spend. Marketing. Samples Management. Customer Service. You name it. DRS 360 Plus has it covered.

DRS 360 Plus integrates all data allowing you to analyze the method(s) your customers use, samples types and quantities and order frequency. In addition, you can instantly view how they were motivated to make their request – banner ads, website, mail in business reply cards, coupon vouchers, fax back forms, call center, field sales representatives or any other methodology you may employ.

Customer service is enhanced with DRS 360 Plus as it actually anticipates the needs of HCP's. You can provide HCPs and medical facilities with a number of ways to make their requests. Using DRS' 24/7 self-service access to DRS 260 Plus, with controls and notifications during process, we have dramatically increased the number of successful requests and orders placed by our clients.

In fact, DRS 360 Plus is regulatory compliant for whichever request method you use. Controls are in place 24/7 to track each order right up to delivery to each individual. And at point of delivery, our system configuration tracks both Acknowledgement of Delivery (AOD) and Acknowledgement of Content (AOC).

Associations to practice, group and institution are also maintained and complete data aggregation for federal and state reporting is provided (think Sunshine Act).

The driving force behind DRS 360 Plus is DRS PDMS OneSource, a full circle sample accountability system comprised of sophisticated technologies and out White Glove rated services.

On the surface, DRS 360 Plus is a prescription drug sampling ordering system. But unlike others, ours is the one that delivers, as it provides more and better outcomes to a broader array of relevant customers. So while others are touting customer view alone, DRS trumps that by matching it and then going several steps farther with an array of “no-one-else-has-it” capabilities. Contact us today.

