



Strengthen HCP Relationships and Improve Patient Outcomes with the Redpoint CDP



Pharma and life sciences companies are under pressure to deliver better results—scientific and commercial growth—in a digital-first world. Better results stem from better data, which unlocks actionable insights for a myriad of use cases across digital and physical channels, including building profitable relationships with healthcare professionals (HCPs) as well as end consumers in B2B and B2C settings.

Pharma reps, for example, need to know everything about an HCP—specialty, prescribing habits, past interactions, conference attendance, needed content (drug facts, latest research, case studies, etc.). Life sciences companies likewise must possess a deep understanding of customers to create relevant, personalized campaigns at individual and account-based levels.

To unlock data-driven insights, pharmaceutical and life sciences companies are turning to customer data platforms (CDPs) to build unified individual and account-based profiles and identify next best actions, foundational for driving scientific and team productivity.

100+

Data Sources Unified

80%

Reduction in Time to Build New Segments

40%+

Reduction in Cost per Interaction

3X

ROI Delivered

The Redpoint Customer Data Platform (CDP) empowers pharma and life sciences companies to:

Create the Right Customer Profile

Fully integrate your existing tech stack and bring data together in a unified customer profile for a deep understanding of HCPs, patients or accounts to support awareness, education, and commercial campaigns.

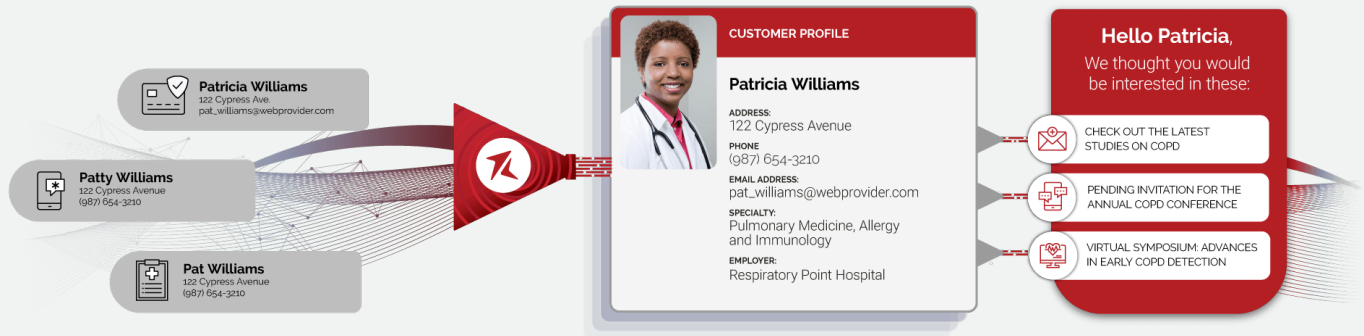
Maximize Impact through Precision Targeting

Engage the right HCPs and research groups with dynamic real-time segmentation and next-best action capabilities. Boost revenue by improving field sales effectiveness and increasing therapy adoption and adherence.

Deliver Personalized Omnichannel Experiences

Develop, optimize and scale personalized omnichannel campaigns, that engage healthcare consumers at every stage and channel of their journey to drive optimal campaign performance at a lower cost.

Redpoint: A Different Kind of CDP



Unified Customer Profile

Seamlessly integrate all internal and external data to build an accurate real-time 360° customer profile based on superior matching, precise data quality, smart merging and consistent profile unification.

Self-Serve Segmentation

Easily tap into all available commercial and consumer data with a transparent, user-friendly, GenAI-powered interface. Create, visualize and test audiences without writing a single line of code for insights that can support any commercial or marketing objective.

Engagement Orchestration

Use a single interface to feed all campaigns with accurate and actionable data. Personalize communication at scale and orchestrate frictionless omnichannel journeys that increase engagement, driving revenue and better health outcomes.

Real-Time Interactions








Tune in to HCP, patient or customer signals harnessing real-time event-driven interactions. Promptly guide them on their journey by creating experiences that delight at every touchpoint and drive superior results.

Ultimate Data and Tech Stack Flexibility

The most complete, composable and HIPAA compliant CDP—fits in any tech stack or cloud environment and supports any AI approach with zero-copy data. Future proof with easy and scalable configuration so you can rapidly respond to business changes or grow your use cases.

For more on how the Redpoint CDP helps pharmaceutical and life sciences companies meet rising expectations for a personalized, omnichannel customer experience, visit the [Redpoint for Pharma & Life Sciences](#) website or follow [Redpoint for Healthcare](#) on LinkedIn. To see how the Redpoint CDP can solve your company's unique business challenges and improve outcomes, [schedule a demo consultation](#).

Key Use Cases

-  Disease awareness
-  Product Launch
-  HCP Education & Engagements
-  Portal/App adoption
-  Lifecycle management
-  Patient support programs
-  HCP feedback



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