



Daiichi-Sankyo digitalizes the e-consent experience with PureAdvance

To increase the digital engagement with HCPs and to ensure that physicians receive the most relevant updates within their therapeutical focus/disease area, Daiichi Sankyo contacted aPureBase during covid-19 to help them collect e-consents.

Company overview

Company size: 16.458 employees
HQ: Tokyo, Japan

aPureBase Solutions

E-consent collection
PureAdvance Marketing Tool

Establishing digital relationship with physicians

Daiichi Sankyo - a global leader in pharmaceutical products - uses [PureAdvance](#) across the Nordics to digitally store, manage and distribute collected e-consents. aPureBase deploys the [e-consent collection](#) service to help Daiichi Sankyo to start establishing a digital relationship with HCPs.

Ingelise van Wyk, Commercial Head, Oncology Nordics, tells that during Covid-19 they had limited time with physicians, so it was a necessary move to expand their digital platform to keep the ongoing communication with HCPs. In order to remain compliant with regulatory requirements, they needed to ask for e-consents.

"I knew well what aPureBase stood for since I had already worked with the team on e-collection before. That's why I reached out, and we defined the project around collecting e-consents throughout the Nordic region."

Daiichi Sankyo has used e-consents to send out newsletters, invitations to meetings, information on new drug launches or for reimbursement matters. *"It has been a good way to reach out to a broad group of HCPs who are interested, and who have given consent to receive our information. The advantage of having e-consents and sending content digitally is that we can reach even further than by having individual face-2-face visits,"* Ingelise explains.

Identification of ideal customers with enriched data

Ingelise van Wyk and her team adopted the [PureAdvance marketing tool](#) and shifted from manual and paper-based consents to a digital process.

"We choose to use PureAdvance since our own CRM system could not store and collect e-consents. I simply did not want to risk that we lost our data. We are still working on loading the e-consents into our own CRM system, so that just convinces me that using PureAdvance to see the consent status was the right choice for us."

[The PureAdvance system](#) is also used to extract target lists for Daiichi Sankyo's oncology team. For optimal use of their sales resources they enrich their existing data by registering engagement activities, e-consents, channel preferences, therapy interest, and other various touchpoints. This extra information links to the master data and thereby simplifies the process of creating the ideal customer universe. Having the right target group saves time and the field force can work more efficiently.

"The system is very intuitive and easy to work with. There are some easy building blocks and not many clicks and disturbing elements in the system. It has a manageable user interface and easy to use regardless of technical knowledge or background. There are many opportunities to segment, and it is almost only the imagination that sets the limits. Access to the dynamic lists ensures a constantly updated HCP database," Ingelise expressed about the PureAdvance system as a marketing tool.

"PureAdvance improves the e-consent process by delivering an intuitive and digital experience for our sales force."

- Ingelise van Wyk, Commercial Head, Oncology Nordics

Flexibility and custom made experience

Ingelise and her team now have a seamless flow of information and complete digital visibility to see the e-consent status thanks to PureAdvance.

"It is easy to get in touch with aPureBase and we have also experienced a high level of flexibility and adaptability to meet our needs. aPureBase makes sure that PureAdvance works in the best possible way to match our needs. Therefore, we also experience a great responsiveness to our feedback and the ability to quickly help solve any challenges that may arise."