

The new standard for e-detailing

Empower your customer-facing people (sales reps, MSLs, market access, etc.) to provide more value to healthcare professionals

Multiple uses

- 1. Enable your **customer-facing teams** (sales reps, medical reps, KAMs, etc.) to provide unified experiences across your customer touch points
- 2. Enable **marketers** to add the most personal channel to your channel mix - making sure face-to-face interactions are connected to your multichannel mix
- 3. Enable **brand managers** and your agencies to work in the market's most agile e-detailing system that delivers the insights to drive impactful campaigns
- 4. Enable your **market access** people to deliver powerful presentations of complex health-economic arguments
- 5. Optimise your **clinical trials** by handling patient feedback in a digital format. Enable efficient and compliant training of clinical trial staff
- 6. Empower **self-directed** detailing and ensure your customers can access your supporting materials when and where they need it - without you losing any of the insights about what's relevant

The new standard for e-detailing
Empowers you to provide more value to your customers - while connecting data and insights to feed your multichannel strategy.



Define your content strategy
Set your KPIs and define your content strategy



Develop content and adapt locally
Centrally develop your content & adapt to local needs



Rep with insights selects content
Rep explores customer insights and selects content



Individual data gets captured



Rep fills in post-call-report
Rep fills in post-call-reporting survey & submits call



HCPs engage with communications

Rep shares follow-up materials HCPs can use in their patient encounters



Connect to multichannel
Gather insights via Agnitio's analytics tool and feed multichannel experiences

Use data to feed CRM/BI systems
Share and use the data with your current systems

High-value e-detailing

Get state-of-the-art e-detailing in a user-friendly system. Make each meeting a high value experience.



Intuitive user interface

Enable your users (sales reps, MSLs etc.) to focus on their customers, not the system. Designed for real life sales situations, Rainmaker dramatically increases the uptake among reps.



Instant access

With Rainmaker, you don't wait for presentations to upload. Once downloaded, everything is right there at your fingertips - providing the speed that avoids lost opportunities.



Speedy call set-up

Everything your reps need is available from just one screen. So say goodbye to sales force frustrations by enabling them to set up a call in seconds. It really is that simple.



Fresh content

Rainmaker makes it easy to edit, control and publish content. Now you can react quicker to changing market situations.



Built-in microsite capability

Extend your communications beyond the sales call with microsites that can be personalized to reflect the interests of each healthcare professional.



Multichannel experience

Explore more digital sales opportunities. Whether it is F2F, remote or self-guided detailing, compliant emails or adding other channels, Rainmaker expands to meet your needs.



Full support

Get the support that you need. Whether it is strategic consultancy, deployment or training, Rainmaker is backed by industry-leading support at every stage of your e-detailing project.

Rainmaker gives you advanced edetailing in a user-friendly system. Learn what it can do for your sales communication.

Contact us for a demonstration 

agnitio

Agnitio creates digital communication solutions for the life sciences. Our work is anchored in the belief that technology can make industry communication more relevant for healthcare professionals, payers, and patients. The company's most recent solutions include Rainmaker, which provides state-of-the-art multichannel engagement, and Sharedoc which enables content sharing with customers, partners and even patients..