



## Shift in Balance: Doctors take charge of their relationship to Pharmaceutical Companies

*New technology allows health care professionals to inform drug makers what they're interested in, how they want to be contacted and what samples they need*

**Munich (Germany) 03 March 2015.** Each week over 500 doctors are signing up for a new online portal which enables them to take more control over their relationship with pharmaceutical companies. The pharmaceutical companies can provide their contacts with more relevant information while medical professionals receive less unwanted visits, post, calls and eMail.



The online Doctor Portal was developed by the Munich software house, **ysura GmbH**. Closely integrated with ysura's pharma sales and marketing suite, the



portal is already in use by one of the largest pharmaceutical companies in the world.

In the base version, the Doctor Portal allows the doctor to choose their preferred communication channels and contact data. The portal can be extended so that doctors can specify preferred visiting times, request information material, register for events and order samples.

„Not only are we providing a needed service for medical professionals, we are helping sales reps save time and remove guesswork from their daily routine,“ explained **Nico Breidenbach**, product manager at ysura. „Doctors are extremely busy people and don't have time to learn new technology. That's why we made the usage of the portal absolutely intuitive.“

The Doctor Portal, which can be styled to meet any corporate identity guidelines and linked to most existing CRMs, is not just nice to have. It's also a requirement for EFPIA-member pharmaceutical companies. A soon-to-be-released feature will reveal the expenses that the pharmaceutical company spent on each health care professional, thus fulfilling the **EFPIA transparency rules**.



**Nico Breidenbach, ysura**

At just a few Euros per month per doctor, the Doctor Portal can **pay for itself even if it eliminates only one unwanted sales rep visit every two years**. The additional trust gained between the health care professional and the pharmaceutical company is harder to quantify, but the impact is likely even more significant.

#### **About ysura**

ysura builds, sells and operates a mobile sales & marketing solution for the pharmaceutical industry. The product integrates traditional CRM data with other data sources to provide a true 360 degree dashboard and facilitate multiple sales and marketing processes. Though optimized for the Apple iPad, ysura runs on any standard browser. Professionally and securely hosted in Germany, ysura is sold as on a SaaS basis. ysura GmbH is a privately held company based in Munich, Germany. For more information, visit [www.ysura.com](http://www.ysura.com).

Global Press Contact: Keith Gruen, [keith.gruen@ysura.com](mailto:keith.gruen@ysura.com) +49 172 8976199