At HighPoint Solutions we believe that Master Data Management (MDM) is an evolutionary journey. We strive to assist our clients in climbing the MDM continuum to excellence through the development of people, processes and technology. Our strategies and solutions have assisted Pharmaceutical, Medical Device and Diagnostic companies achieve their goals through tangible process improvements, making HighPoint their trusted advisor.

**How Effective is your MDM Environment?**

Consistent, accurate, integrated Master Data across the enterprise can directly increase operational effectiveness and reduce bottom line costs. A fragmented or ineffective MDM ecosystem can negatively impact efficiencies, quality, compliance and cost. How effective is your MDM environment?

- Can you identify the aggregate spend for a physician across all channels?
- Can you support prescriber data restriction and state visibility rules?
- Can you measure customer segment ROI?
- Does your field and home office agree on the accuracy of customer data?
- Can you track the relationships of physicians to hospitals and group practices?
- Are your buying group members linked to the right internal customer?
- Are your distributor’s customers linked to the right internal customer?
- Do you have duplicate products or multiple products using the same code globally?
- Do you have multiple sets of customer data in disparate systems?
- Does the business own/manage your master data or does IT?

**Experienced People, Proven Solutions**

HighPoint delivers unique solutions to our clients by combining industry-specific knowledge, business expertise and our broad IT capabilities. Our depth of experience across Life Science solution areas (e.g., CRM, Pricing & Contracting, Business Intelligence, Compliance, etc.) provides us with extensive insights into the master data challenges that Life Science companies face across the enterprise. Our MDM framework addresses these needs by providing proven solutions from strategy and roadmaps, implementations, governance and operational support. These solutions are delivered from a business process perspective where technology is leveraged to achieve business results. We focus on a number of these process areas including:

- Customer Relationship Management
- Disclosure & Physician Spend Management
- Contract Membership Management
- Closed-Loop Marketing
- Order-to-Cash
- Product Life Cycle Management
- Research & Development
- Business Intelligence

**Best Practice Principles**

We have established a series of best practices that guide our activities. Select tenets that describe our basic MDM philosophy include:

- Implement your MDM Program using a Phased Approach
- Have a Clear Vision of your To-Be State and define an MDM Framework that meets these objectives
- Prioritize your MDM Roadmap based on Business Needs and Values
- Identify Business Ownership and Governance – these are Critical Success Factors
- Communicate Your Successes – If you don’t, nobody will
- Undertake a Program of Continuous Process Improvement

**Strategy & Roadmaps**

One strategy does not fit all. We work with our clients to define the right strategy and plan to meet their individual business objectives:

- MDM Strategy
- Master Data Definition
- Source & Target Identification
- Governance Readiness Assessment
- Business Case & Roadmap
- Vendor Selection
Governance
Governance is the human aspect of managing data; without a governance framework most MDM initiatives will fail because they will not achieve the underlying process improvement business goals. We assist our clients in defining effective governance frameworks that:

• Specifies the processes, roles, standards and metrics that ensure the accuracy, timeliness and effective use of master data across the enterprise
• Defines data ownership and policies
• Establishes mechanisms to measure and monitor data quality and timeliness
• Defines a decision and accountability framework to promote desirable behavior in the maintenance and consumption of master data
• Defines the policies to ensure the adherence of data to business rules, enforcing authentication and access rights to data, compliance with laws and regulations, and protection of data assets

Physician Spend Management and Disclosure
The rules for promotional spending associated with prescription drugs are undergoing an irrevocable shift towards greater controls and transparency. States are pushing for open disclosure and limits on the financial investments that pharmaceutical companies enact with healthcare professionals and institutions. Currently several states have enacted laws establishing limits and/or disclosure requirements for promotional spend activities to healthcare providers within their state and more states are on the way. At the heart of any spend management program is master data and the correct alignment of spend activity to healthcare providers. At HighPoint we have extensive experience working with clients to ensure compliance on their physician spend master data activities and overall program.

Value Proposition
At HighPoint, we deliver business value and a competitive advantage to our clients by providing industry and technology expertise with a client focus at fair rates, which is why seven of the top ten Life Science companies choose HighPoint Solutions.

Understand your customer’s needs and wants better by creating richer, more attributed and integrated master data.

Domain Expertise
Our seasoned consultants have broad experience delivering industry-specific solutions across multiple domains.

• Customer (Professionals, Accounts and Affiliations)
• Consumer
• Product and Market
• Pricing
• Employee
• Alignment

Implementation Framework
HighPoint believes in delivering rapid, economical, and high-impact solutions. We utilize an implementation framework approach that enables us to streamline activities across the project lifecycle to ensure our customers benefit from our experience. Our library of reusable components includes:

• Baseline Project Plans for Implementations and Upgrades
• SDLC Templates for Requirements and Design
• Logical/Physical Data Models
• Industry Adapters with Business Rules
• Baseline Cleanse, Match and Merge Rules
• Real-Time APIs
• Sample Test/Validation Scripts