



## The 100% Healthcare Contact Center

While others may consider a contact center to be “nonpersonal promotion,” Publicis Touchpoint Solutions considers every healthcare engagement to be extremely personal. That’s why Touchpoint owns and manages *the* 100% healthcare-focused contact center in the life sciences industry.

Touchpoint’s contact center representatives are highly trained professionals—many with years of experience in the field. Our inside sales, service, and clinical teams are custom designed and use the latest technology to fulfill your specific sales, service, and/or clinical education objectives.

All Touchpoint contact center teams are designed to strengthen the dialogue between your brand and your customers—healthcare professionals, patients, and caregivers. We deliver your message at the right time and through the right channels to heighten receptivity and prolong engagements.

We offer healthcare information engagement with up to 24/7 staffing through a variety of channels, including: phone, live video, print, live chat, eMail,

text, fulfillment, and web-integrated services (click-to-chat, click-to-eMail, and click-to-call).

### INSIDE PROMOTIONAL TEAMS

- Credentialed sales specialists (PharmDs, MDs, PhDs, RPhs, RNs, etc)
- Professional sales representatives
- Live video detailing teams
- Hospital and pharmacy representatives
- Customer service representatives

### INSIDE CLINICAL TEAMS

- Inside clinical health educators (aka nurse educators) and clinical health associates
- Inside medical science liaisons
- Live chat care counselors
- Clinical help desk teams

Publicis Touchpoint Solutions designs and implements customized, cross-channel, healthcare sales, service, and clinical teams. From in field to inside and from promotional to clinical, Publicis Touchpoint Solutions centers-of-excellence include field sales and service, live video detailing, inside credentialed sales specialists, inside sales and service, clinical health educators, and medical science liaisons.



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