

## SaaS Products and Consulting Services for the Life Sciences



### Planning, Enablement and Operations for Life Sciences

BridgeView Life Sciences makes innovative SaaS technologies and provides consulting solutions, designed to maximize performance and minimize risks in transformational programs.

#### BridgeView adds value in these stages of the product lifecycle

Specializing in emerging biotech commercial enablement



Whether you are precommercial preparing for product launch or a commercial enterprise pursuing operational improvements, BridgeView has the expertise and tools to optimize your operations and drive performance.

Your success is about expertise and tools, but it's also about people.

When you work with BridgeView, you get real-world experience from a team of Life Science experts. There is no learning curve – which translates into efficiency, well-informed decision-making, and risk reduction.

We ensure your data and technology investments match the minimum viable product of your commercial and compliance needs. The BridgeView team knows which functions require investment, when to make those investments, and which investments will propel your commercial success.

## SaaS Products

### DataBridge™

Datawarehouse, AI, Analytics & Master Data Management platform

- Automated Data Profiling & Ingestion
- Self-Service Analytics & Reporting

### PatientBridge™

Specialty Data Aggregation Platform

- Patient Journey Mapping across data & channels
- Performance Dashboards

### CommandBridge™

Program Management for Life Sciences

- Reduce Risk
- Enhance Transparency & Productivity

## Consulting Services

### ADVISORY

Data & Technology Strategy consulting

- Product Launch Planning
- Product Launch Management
- Fractional CIO Services
- IT Roadmaps
- Technology Assessments
- SOP Development
- Program Management Office Setup
- Data Strategy
- KPI and Metric Mapping
- Technology RFP Management
- Process Engineering & SOP Development
- Compliance Auditing

### TRANSFORMATION

Process & Technology implementation

- CRM Implementation
- Specialty Data Aggregation
- Master Data Management (MDM)
- Data Warehouse & Integrations
- Commercial & Digital Analytics Dashboards
- Field Report Development
- Veeva Vault Content Management
- Marketing Campaign Automation
- Transparency Reporting
- Grants, Sponsorship & Event Management
- Machine Learning (ML) & Artificial Intelligence (AI)
- Technology Training Services

### MANAGED SERVICES

Ongoing Operations Support

- CRM Administration & Support
- Marketing Campaign Operations
- Master Data Management Administration
- Data Stewardship
- MLR/PRC Administration
- MLR/PRC Coordination Services
- Data Warehouse Hosting and Support
- Analytics and Report Administration
- Alignment and Roster Management
- Staff Augmentation  
(Commercial Operations, Analytics, IT)

## Technology Partners

BridgeView delivers objective consulting services due to its broad range of partnerships (sampling below) that permit us to remain both experienced in and agnostic to data, technology and agency affiliations.



## What our Customers are saying

When asked why he chose BridgeView...

"...because [software vendor] will try to sell me something and BridgeView will listen to me and deliver something of value for the business..."

- VP, Commercial Excellence  
Mid-Size Pharmaceutical Manufacturer

### Call now for a free consultation:

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