

# Global Expert Consulting Solutions for the Life Sciences

STRATEGY | ANALYTICS | TRANSFORMATION | OPERATIONS



## BridgeView drives value throughout the product lifecycle

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

**Product Launch**

**Operational Optimization**

**Mergers & Acquisitions**

Specializing in emerging biotech commercial enablement



**Our Experts + Data & Technology Agnostic partnerships = Trusted Guidance for your Strategy**

Outsourced IT, Infrastructure, Security & Helpdesk

Strategic Services, Fractional CXOs & PMO

Analytics, Data Management & AI Innovation

Transformation & Change Management

Marketing & Digital Experience Services

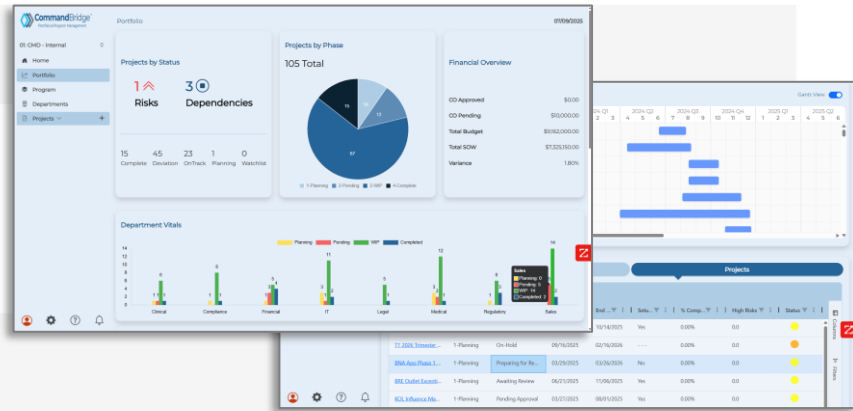
**5 Continents | 30+ Offices | 12K+ Employees | Life Sciences Expertise**

## SaaS Products

### CommandBridge™

Portfolio & Program Management for Life Sciences

- Reduce Risk, Map Dependencies, Manage Budgets & Approvals
- Manage by Risk, Task, Project, Asset, Department, Program & Portfolio
- Enhance Consistency, Transparency & Productivity



## Consulting Services

### STRATEGY

Data & Technology Strategy consulting

- Product Launch Planning & Management
- Program & Portfolio Management (PMO)
- Fractional CIO Services
- Data Strategy & KPI development
- IT Roadmaps & Budget Preparation
- Technology Scorecard Assessment & Selection
- Technology RFP Management
- Process Engineering & SOP Development

### TRANSFORMATION

Process & Technology implementation

- CRM Implementation
- Agentic AI Accelerators
- Analytics and Data Visualization
- Field Effectiveness (Segmentation, Targeting, Alignments, Incentive Comp)
- Master Data Management (MDM)
- Data Warehouse, Migrations & Integrations
- Content Management
- Marketing Campaign (Email & SMS) Automation
- Consent Management
- Training & Change Management
- IT PMO
- Quality / Regulatory / Clinical / Safety

### OPERATIONS

Ongoing Managed Services Support

- Outsourced IT, Infrastructure & Security
- Level 1 Helpdesk & Hardware Support
- Level 2 Business Application / Software Support
- PMO Operations
- Marketing Campaign Operations
- Digital Factory & Creative Content Services
- MLR/PRC Administration & Coordination
- Transparency Reporting
- Grants, Sponsorship & IIS Approval Management

## 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 [competing vendor] will try to sell me something and BridgeView will listen to me and deliver valuable insights for my business..."*

- VP, Commercial Excellence  
Mid-Size Pharmaceutical Manufacturer

**Call now for a free consultation:**

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