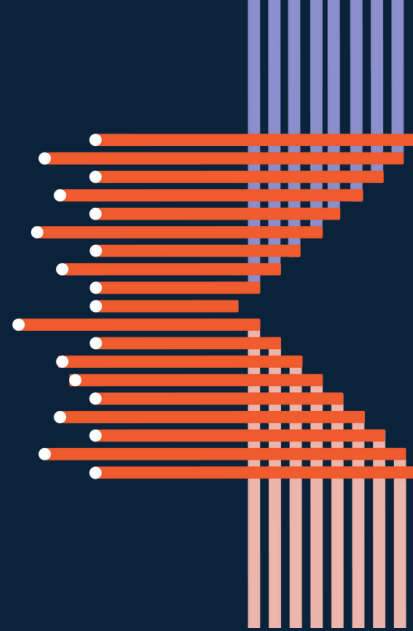# Empowering Life Sciences Commercial Operations with AI

Verix is a market leader in transforming complex pharmaceutical data into actionable commercial insights. Our robust platform, Tovana, leverages AI/ML-based analytics to deliver timely, focused and accurate insights to multiple stakeholders within the commercial team. Discover new opportunities, optimize strategy and execution, and make data-driven decisions- all within one platform.

Brand Executives

Execute winning strategies

- Identify the right targets with the highest propensity to prescribe
- Find more effective ways to engage every customer
- Enhance transparency within the entire commercial team
- Keep up with changing market dynamics to optimize and evolve your sales and marketing strategies

Data and Analytics

Make data-driven decisions

- Analyze thousands of attributes of HCPs, patients, and payers to reach accurate, and explainable business decisions, at any scale
- Perform advanced and accurate analytics and predictions on-demand, via a no-code UI
- Unify & manage all your data sources into a single source of truth

Sales

Boost the bottom-line

- Use explainable target lists to address each HCP with the right message
- Engage with each HCP in a personalized manner, backed with all the relevant information about their behavior, preferences and needs
- Follow AI/ML-based recommendations to maximize performance

Marketing

Optimize messages & channels

- Plan multi-channel marketing mix based on HCP preferences
- Provide HCPs with relevant, personalized messages
- Focus on content quality rather than quantity to increase engagement
- Continually measure and optimize results on the fly