

## Mobile Platform Service

There is no denying the advantages of having key insights at your fingertips. Mobile access offers the strategic ability to take action immediately as new opportunities present themselves. It can also deliver time and resource efficiencies for users. Access anytime and anywhere ensures that field personnel have the most accurate and informative market and customer insights possible.

Qforma's *MobileMETRx* service provides Qforma clients with market analysis and insights, including our proprietary local physician influence metrics and peer network information, in formats customized to quickly focus field efforts on valuable information. This service can be integrated into existing systems.



Example MobileMETRx shown in Roambi App

## Mobile Metrics

The *MobileMETRx* service exports outcomes and insights from Qforma solutions into flexible and customized formats within existing mobile platforms, web applications or databases. Qforma clients with *MobileMETRx* can leverage influence metrics and other valuable insights for use in the field:

- Identify valuable physicians for potential prioritization
- Leverage physician peer network data to prioritize efforts during critical launch, growth and other competitive situations
- Identify physicians presenting opportunities for managed health care formulary pull-through



## Customization

Our team works directly with your IT department to define data formats, delivery protocols, update schedules and any special requirements. Sample data are provided to the client for verification and testing. Following verification, output from the applicable Qforma solution is delivered according to an agreed upon schedule.

### Getting Started with *MobileMETRx*

Qforma partners with its clients to provide customized training for field personnel and other applicable users of mobile devices. This support extends to those using *MobileMETRx*.

Our staff will assist you and your team in refining output requirements for mobile platforms. A customized solution, including training and deployment support will be developed to meet your organization's mobile requirements.

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