

## The yRoom

The yRoom is an augmented video conferencing system designed to complement the traditional face-to-face visit, and does so by providing the HCP and rep exactly the right information when and where they need it. With different views for both the HCP and the rep, the rep can better tailor the HCP experience to that HCP's specific needs, while having access to all the data required to ensure a successful and productive virtual visit.



The rep's yRoom view

## Benefits

**Pharma Benefits:** With reduced travel times, increased reach, decreased waiting times and an elimination of travel, supplementing traditional F2F visits with the yRoom can help a company to achieve desired frequencies while reducing costs and increasing the quality of information provided.

**HCP Benefits:** Virtual visits are easier to manage and reschedule, lead to more involvement from the HCP and therefore to longer interaction times. Self-scheduling options, and the ability to drive the interaction, leads to more engagement and increased customer satisfaction.

**Rep Benefits:** Decreased travel, better interactions, and increased time utilization. Who doesn't want to do more with less time? A rep can set up the meeting in advance, with all the media, topics, an optional script or notes, and during the call have access to all this plus the integrated CRM data.



The HCP's yRoom view

## Features

**Easy Setup:** Get running within days with basic Excel integration. Prove your concept, grow your team and roll out additional features as needed.

**Information Coordination:** Easy access to media, CRM data, customer journey and influence map provides the yRoom with a unique capability to focus the message on just what's important.

**What's in the box:** Consent management, eDetailing / Media presentation, event registration, a scheduling platform, sample requests, order entry (OTC) and more.

**CRM System Integration:** Use Veeva? IQVIA? Salesforce? Something else? No problem, our product will integrate with your company's CRM.

**Zero Footprint:** No software required for either the rep or the HCP. The yRoom is browser-based and requires no plugins.

The pressure is there, the technology is here, and the interest exists for individualization in content distribution. With integration to any CRM system, included media-tracking and analytics, rapid-documentation, lowered call preparation and documentation times, the yRoom helps to achieve higher throughputs at increased efficiencies and with lower costs.

**Don't believe us? Schedule a demo by calling us and be amazed!**



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ysura offers software solutions to the pharmaceutical market, including Sales and Marketing Optimization, Customer Relationship Management (CRM), Multichannel Marketing Campaigns, Consent (opt-in) Management, Activity Planning, Order Management, Mobile Solutions, Sample Management, Key-Opinion-Leader Management and Augmented Video Conferencing.