

# LifeSphere Mobile MA™

## KEY BENEFITS

- Provides self-service access to approved content based on contact type
- Streamlines collection of adverse events, product complaints and medical inquiries
- Available as a self-service portal or mobile app
- Enables broad, global use with multi-lingual support (Japanese, Spanish, French, Portuguese, Turkish, Finnish and Swedish)

To ensure compliance with regulatory directives, all life sciences companies need to provide robust and efficient processes for reporting and evaluating adverse events and product complaints. For many companies, the current mechanisms available are laborious and time consuming, which often discourages healthcare professionals, patients and internal field-based teams from reporting.

Additionally, many companies want to improve their customer experience for both internal company representatives and external customers by providing easy ways to contact the company and to search and find important product information. In the modern society, the expectation is to provide immediate information, 24x7 so self-service capabilities are becoming increasingly important.

Internally, field-based sales teams and MSLs are often disconnected from corporate medical information services and find it difficult to access the latest product information. As such, they may experience long wait times to get their medical queries answered, which can impact a company's reputation and lead to patient safety concerns. At the same time healthcare professionals often need urgent medical advice to enable them to provide the best possible patient care.

## Introducing LifeSphere Mobile MA

LifeSphere Mobile MA™ is the first and only mobile app and self-service portal that provides full self-service capabilities and while streamlining the reporting and submission of product complaints, medical information enquiries and adverse events, increasing compliance with regulatory requirements and company SOPs.

LifeSphere Mobile MA provides secure methods for partners, sales representatives, medical science liaisons, health care professionals and patients to track and report side effects, submit medical inquiries and report product complaints from a single unified platform. Available as a Web-based portal or as a mobile app, LifeSphere Mobile MA makes it simpler for all stakeholders to correspond with medical information groups to get the latest medical advice.

LifeSphere Mobile MA allows users to register or alternatively submit information as an unregistered user. Unregistered users can log adverse events, submit medical inquiries and report product complaints, while registered users can also access the latest approved frequently asked questions (FAQs) and documents determined by their user privileges (role).

## Use by Medical Sales Representatives and Medical Science Liaisons

For field-based company representatives, LifeSphere Mobile MA provides a complete mobile platform, which can be used anywhere, 24x7. With offline capabilities, users can report adverse events, submit medical inquiries and report product complaints while capturing the electronic signature and photos (or even videos) to improve traceability. Leveraging a powerful free text search engine, users also have easy access to the latest approved content including documents, publications and FAQs in real time.

## Use by License Partners, Patients and Healthcare Professionals

Not restricted to internal use, LifeSphere Mobile MA also allows license partners, healthcare professionals and even patients to also report potential adverse events, product complaints and submit medical inquiries. Healthcare Professionals can also search for medical content using the powerful document content and keyword search capabilities. Registered users can also access a subset of FAQs and documents based on their respective contact category and language settings.

## Integration

Leveraging an open system based on industry-standard architecture, LifeSphere Mobile MA can easily integrate with any back-end complaint, adverse event or medical information systems. LifeSphere Mobile MA can also integrate with CRM systems for contact lookup. For adverse events, it is possible to create a standard E2B file or a case summary report can be directly emailed to the PV department for assessment and processing.

## Aligned to ArisGlobal's LifeSphere Vision

LifeSphere Mobile MA is aligned with ArisGlobal's overall LifeSphere™ vision that is based on providing multi-tenancy cloud deployment, an open and integrated architecture, solutions based on industry best practices, and the delivery of advanced automation capabilities.

### ABOUT ARISGLOBAL®

ArisGlobal is a visionary technology company that's transforming the way today's most successful life sciences companies develop breakthroughs and bring new products to market. The ArisGlobal LifeSphere™ cognitive technology platform integrates machine-learning capabilities to automate the core functions of the product lifecycle. Designed with deep expertise and a long-term perspective that spans more than 30 years, our cognitive platform delivers actionable insights, boosts efficiency, ensures compliance, and lowers total cost of ownership through multi-tenancy.

Headquartered in the United States, ArisGlobal has regional offices in Europe, India and Japan. For more information, visit [arisglobal.com](http://arisglobal.com) or follow ArisGlobal on LinkedIn and Twitter.