



ABOUT INFINITY

Infinity Info Systems is a business services provider for the Life Science industry including pharmaceutical, biotech, medical devices and healthcare. Our Life Sciences experienced staff combined with the Infinity SMART Step Methodology helps organizations deepen customer relationships and improve corporate profitability.

Infinity has worked with more than 3,500 companies and trained over 150,000 professionals on how to become more effective at strengthening relationships with physicians, influencers and related healthcare practitioners; as well as improve marketing performance and mitigate regulatory compliance risks.

SOLUTIONS

Our focus is on meeting the needs and solving the challenges of life science related companies. Our comprehensive suite of services includes:

- Physician, Influencer and Organization Profiling
- Key Account Management
- KOL Management and Services
- Medical Event Management
- Clinical Trial Management
- Sampling and MIR Management
- Dashboards & Visualizations
- Device and Demo Unit management
- Inventory Management
- Portal and Community Development
- Call Planning & Execution
- Advanced Analytics
- Mobility
- HIPAA & Title 21 CFR Part 11 Compliance

INDUSTRY EXPERTISE

Infinity's solutions get shining reviews from our clients who represent a broad spectrum of companies from a diverse range of industries including:

Biotech and Pharmaceutical

- GenScript USA Inc
- Genzyme
- Roche
- Lundbeck Inc
- Luitpold Pharmaceutical Inc

Health Care

- National Dentex Corporation
- Yale New Haven Hospital
- Zynx Health Inc

Medical Devices

- Oticon Inc
- Pentax Medical Company–America
- Qosina Corp
- Sizewise LLC
- Sultan Chemist Inc
- Widex Hearing Aid Co. Inc

To learn more about Infinity Life Sciences for Dynamics CRM offerings, contact us today.

INFINITY'S SOLUTIONS TO TARGET, ACQUIRE, RETAIN AND GROW LIFE SCIENCES CLIENTS

To more easily keep up with the rapid changes in the life sciences industry Infinity Info Systems has delivered Infinity Life Sciences for Dynamics CRM. Fast and easy to use, cost effective and easy to maintain, and integrated tightly with Office productivity tools, Infinity Life Sciences provides complete functionality for marketing, sales, customer and field services empowering teams to more easily collaborate and work together. Dashboards and powerful embedded analytics are available across our entire solution set providing insight into the business that would otherwise be unavailable or much more difficult to obtain.

Included in the Life Sciences portfolio are:

Infinity Pharma powered by Microsoft Dynamics CRM

The pharmaceutical and biotechnology industry are changing rapidly. The majority of pharmaceutical and biotechnology companies today have CRM tools or home grown systems that have not been able to keep up with the rapid pace of change in the market. These traditional and legacy solutions have become much too inflexible and too costly to maintain, leaving pharmaceutical companies in the unenviable position of overspending every day on solutions that no longer meet their business requirements. Infinity Pharma helps improve ability to identify top prescribing physicians and practices with easy to use filtering and segmenting tools as well as feature rich embedded analytics. Call planning module provides marketing and sales with call goal setting and call execution integrated tightly with Outlook calendaring to provide anytime, anywhere access to HCP's and associated call plans. Users have complete access to their CRM system for any device including Windows Phone 7, iPads, iPhones and Android devices. Streamline sample management and MIR needs by electronically capturing signatures.



Infinity Med Device powered by Microsoft Dynamics CRM

Includes the capabilities of the Infinity Pharma application with specific requirements for medical device company users to source, track and manage opportunities more effectively. Easily keep track of all related relationships and communications with a tablet and finger friendly interface. Infinity Med Device solution includes capabilities to help you streamline prospect and customer engagement for marketing, sales, customer service and field service teams. Quote to order and configuration capabilities provide improved manufacturing operations and helps streamline inventory management and improve supply chain issues.

Infinity Healthcare powered by Microsoft Dynamics CRM

Medicare pays approximately \$12 billion annually in costs related to unnecessary hospital readmissions. On average, one in five Medicare patients is readmitted to the hospital within 30 days of being discharged. Studies show the problems that send patients back to the hospital might have been avoided if there had been a better handoff from the hospital to the people responsible for the next phase in a patient's recovery, whether it's the patient himself and his family, a home health agency, a nursing home or a hospice. Infinity Healthcare is specifically designed for improving outreach to patients and your local community. Infinity Healthcare helps facilitate and track interactions between patients, physicians and nurses without the need to appear in person at the clinic or physician's office. Smart Workflow helps notify health care practitioners to engage more frequently with follow ups and post admission care. Mobile device capabilities allow practitioners to help patients while not tied to an office or computer to do so.

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