

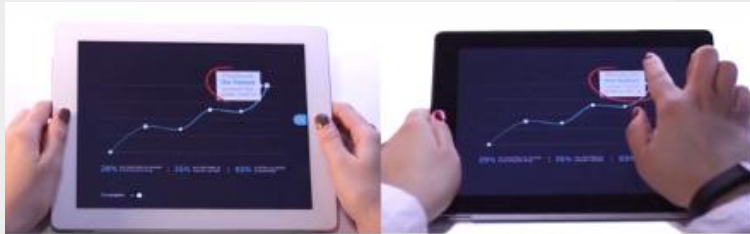
# iPad App Helps Reps Co-Navigate to Achieve Digital Detailing

The client is a large healthcare-focused strategic media planning and buying group. Physicians lost interest with their one-way sales representatives' detailing on iPads. The client wanted OFS to develop an iPad app that could co-navigate and help representatives digitally detail their products when meeting with physicians.

OFS helped the client develop an innovative concept of co-navigation through an iPad app that creates an immersive dialogue between sales representatives and healthcare professionals.

## Business Benefits:

- Doctors spend over 7 minutes with sales representatives using this app.
- Doctors are 35% more likely to ask for a sample and 29% more likely to prescribe a drug when interacting with the iPad.
- The app also is used for sales training and conferences apart from co-navigating discussions.



*Co-navigation through an iPad app creates an immersive dialogue between sales representatives and healthcare professionals.*

## Key Highlights

- The app allows two users on two different iPads to co-navigate at the same time with an option to restrict if required.
- When one person advances, content advances on the other device.
- There are options to go forward, backward, annotate or highlight content to create a two-way dialogue.
- The app creates an immersive experience that increases impact and time spent conveying the message.
- OFS enabled necessary configuration in Salesforce to integrate the **Veeva iRep platform** into this co-navigation application:
  - Authenticate the Veeva iRep from Salesforce
  - Populate and display Healthcare Professional (HCP) accounts
  - Generate Veeva standard and custom object reports for this co-navigation app activity log in Salesforce

## Technologies

- Objective-C, iOS Core Bluetooth Framework, Integration with Box.com, Amazon Mobile Analytics