Mobile App for Scientific Information & Communications Delivery

○MA Knowledge

Revolutionizing Field Rep Efficiency with Precision-Driven Medical Information

MA Knowledge is designed to empower representatives in the field by providing access to vetted, curated medical information tailored to their specific needs. A robust application within Anju's Medical Affairs Suite, this innovative tool allows reps to efficiently filter through vast amounts of data. Based on the field rep's profile, MA Knowledge ensures field reps only receive the relevant, credible, and customer-centric medical content aligned with their areas of interest.

Leveraging diverse sources such as IRMS MAX and preferred information repositories, MA Knowledge ensures Medical Science Liaisons (MSLs) and other field reps have swift access to expert answers in the field. Offered as a stand-alone tool or as an advantageous addition to Anju's IRMS MAX solution, MA Knowledge delivers approved, curated medical content directly to users, streamlining their information retrieval process.

> MA Knowledge enables Medical Affairs teams to curate content from a multitude of diverse sources and make it directly available to field-based medical personnel in one, easy-to-use application.

Content Curation & Distribution

MA Knowledge elevates content and information delivery, providing a seamless, responsive experience that ensures consistency across devices. From any device, on the go, the design adapts to user behavior, making it an indispensable tool for Medical Affairs teams aiming to maximize their impact during clinician visits.

Main Features of MA Knowledge

Smart Filtering

Exclusive to MA Knowledge, Smart Filtering allows users to further refine curated scientific content from their IRMS MAX servers or originating from external links. It ensures convenient access to your entire portfolio's scientific content and intelligence with a simple click.

Robust Search Capabilities

MA Knowledge's search capabilities are fast, effective, and tailored perfectly to match search criteria, leveraging our modern integrated core technologies to simplify content searches.

Responsive Experience

MA Knowledge offers a responsive experience, ensuring consistency across devices. From any device on the go, our design adapts to user behavior based on screen size, platform, and orientation.
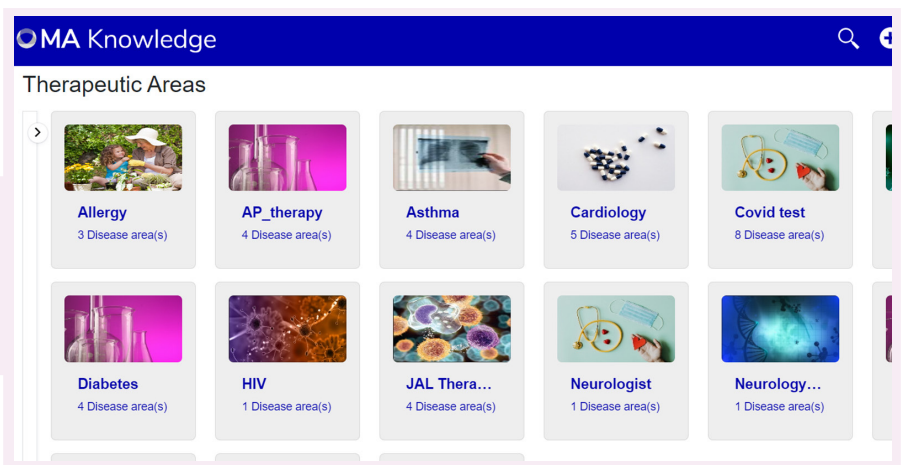
Dynamic Workspace

The application's workspace is a single point of access for Smart Filtering, advanced search capabilities, and curated scientific content derived from diverse sources.

Logical Layout

Smart Tiles intuitively organize and access scientific content according to Therapeutic and Disease Areas, allowing users to customize the tiles with image files to clearly indicate clinical modalities and sourced materials.

Empower your field reps with MA Knowledge – where precision, efficiency, and credibility converge to deliver exceptional medical information tailored to your needs.

Experience the future of medical content delivery with MA Knowledge today.

anju
Customer First.