Healthcare Companies Increase Their Bottom Line with FTG

Through its breadth of solutions and in-depth knowledge of the healthcare industry, Focus Technology Group (FTG) delivers turnkey, on-demand data-driven solutions that help drive costs out of the sales chain. These include ChannelLink – a B2B communication and marketing automation platform that provides an integrated system for training, up-to-date literature distribution, and sales program management – and FocusEDI, which delivers customized sales tracing and analytics.
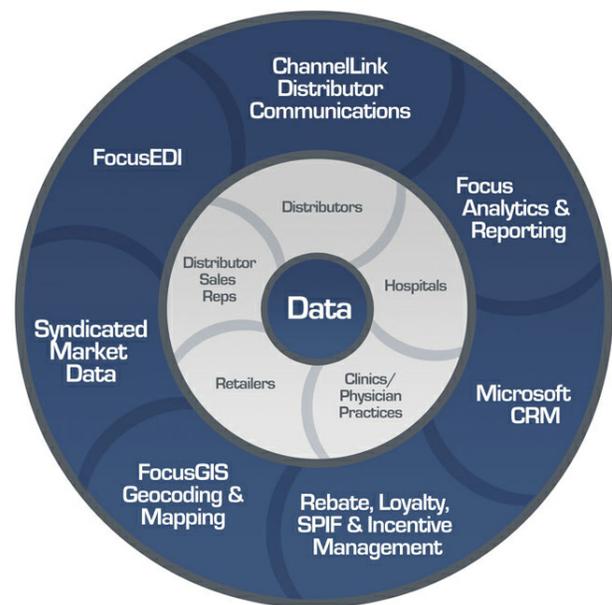
Features

- FocusEDI sales tracing services turns distributor sales data into actionable insights

- Business intelligence and sales force automation tools that put the right information in the hands of the right people

- Activate the sales chain with our distributor communications platform

- Flexible, scalable and reliable – what you need, when you need it

Benefits

- On demand - in the cloud

- Implement best-of-breed solutions for a fraction of the costs of an internal implementation

- Your field sales force will have a single point of access for all critical information

- As customer service fanatics, FTG's staff is innovative, experienced and dedicated to serving our clients

- FTG combines healthcare industry knowledge with proprietary technology, data services, and support to tackle your unique challenges head-on and exceed expectations; on time and on budget

FTG knows the challenges of the healthcare industry, and delivers a full range of practical solutions that apply technology to solve real business problems. By putting our relationships with manufacturers and distributors to work for the benefit of the industry at large, FTG facilitates new levels of data sharing, communication and marketing automation.

Combining data services with a full suite of turnkey, on-demand program management and business intelligence solutions, FTG helps healthcare companies make better business decisions and achieve improved results.

FTG Healthcare Solutions Include...

ChannelLink

ChannelLink, FTG's proprietary data-driven B2B communication and marketing platform, delivers transparency and well-defined workflow processes, allowing you to activate your sales chain.

A cloud-based portal for communications with manufacturers, distributors and distributor sales representatives, ChannelLink helps you manage and deliver all elements of your marketing programs – including online training, surveys, sales and marketing collateral distribution, time-sensitive alerts, and company-branded customer portals – with new levels of efficiency and effectiveness.

With statistics for each distributor sales representative, including sales dollars and activities for specific programs, ChannelLink allows healthcare companies to track individual interactions, activities and user patterns for increased effectiveness and compliance. From program setup and data management to communications, fulfillment, reporting and analytics, ChannelLink empowers you to better manage your sales chain while tracking results in one turnkey platform.

FocusEDI

Connect the dots with FTG's rich sales tracing data that tracks every step of the previously segmented healthcare sales chain, from end-to-end. FocusEDI includes the processes, systems, and tools to simplify data management – everything from file matching, merging, filing, and purging to quality assurance and conversion.
In addition, FocusEDI delivers unparalleled detail by using unique identifiers at every step of the sales chain. Need to know how much of your product is being purchased by X consumer through Y distributor or sales rep? FocusEDI can tell you, with flexible and easy-to-customize reporting features.

Presenting the information in simple, multi-view dashboards and reports, via FocusAnalytics, FocusEDI aggregates and maps your transactions into the following data schemes:
· Customer mapping
· Distributor sales person mapping
· Product category schemes
· Sales territory schemes

In addition, FocusEDI data can be used to provide validation of rebates and chargebacks, allowing you to compare pricing to your current contracts.

FocusAnalytics

Based on the award-winning Microstrategy software, FocusAnalytics delivers user-friendly access to cloud-based business intelligence and reporting for the healthcare industry. With its operational reporting, data mining functions, dashboards and dynamic web access to data, FocusAnalytics can combine product, region and territory schemes, as well as distributor customer and representative mapping, with sales tracing data – creating a data warehouse that can answer virtually any manufacturer question on the movement of their products in the sales chain.

FocusGIS

Visualize your data and customers with mapping analytics, using FTG's robust geocoding and mapping analytics platform. FTG brings extensive experience to healthcare in organizing sales data in a GIS context, and delivers this information in an easy-to-read format that combines FTG's proprietary technology with Google Map-based solutions.

Market Data

FTG has tremendous experience in providing syndicated market data exchange platforms. Our market data exchange platform can be configured based upon the varying needs and privacy rules for each solution and industry. FTG serves as the governing body providing the technology and forum for delivery and ongoing maintenance and enhancements. Our market data solutions are designed to provide stakeholders the information they need to understand industry trends and measure their position.

Additional Applications

FTG also offers FocusCRM, which combines the popular Microsoft Dynamics CRM program with its proprietary data integration engine. In addition, FTG specializes in developing custom applications to serve individual client needs, and continues to pioneer new solutions to meet the evolving needs of the healthcare industry.

Innovative and service-oriented, FTG approaches its clients' unique challenges with flexibility, creativity, and deep industry knowledge and expertise. If you have a specific need, contact us to see what we can do for you.

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