Master Data Management

CONEXUS solutions, inc.

Key Features

Conexus Master Data Management is purpose-built on the Conexus Modern Cloud Data Platform to help life sciences teams recognize greater value from the information that resides in their commercial data ecosystem.

Master Data Management facilitates the automated integration and linking of disparate data sources to create a 'golden record' of a customer profile (prescribers, accounts, etc.) that includes a customer ID, relevant external identifiers, contact information, affiliations, licenses, hierarchies, and more.

The solution enables users to enrich profiles with data syndicated from Open Payments and NPI databases from CMS. It also provides data validation and quality management capabilities to apply automated rules and thresholds that ensure quick and accurate data hygiene. The system supports strong process and data governance and offers unprecedented, holistic views of data.

Clients may take advantage of the Conexus Data Science and Insights team's broad knowledge of the life sciences industry through our Data Stewardship Services. If your team needs additional capabilities or capacity for records adjudication beyond the core system functionality, our optional Stewardship Services can help maintain data quality and integrity. Data Stewards can assist in defining processes that incorporate policies and guidelines, and can administer all company data in compliance with policies and regulatory obligations.

Customer Need

Commercial life sciences teams are constantly searching for the key to unlock the business value of their marketing and sales data. The typical commercial data ecosystem includes a complex collection of CRM, satellite systems, reporting environment, cloud repositories, syndicated data from external services, and other structured and unstructured data sources. These disparate data sources impede access and make it difficult to understand and manage interdependencies or eliminate redundancies. Traditional data silos lead to repetitive and inconsistent data and drive the costs of maintenance higher.

This scenario creates substantial productivity challenges for knowledge workers who not only have to find and access the data, but also need the advanced tools to run detailed analyses. Commercial teams face these challenges daily as they try to build an accurate customer profile that includes the customer's affiliations, licenses, and some degree of insight into complex customer hierarchies.
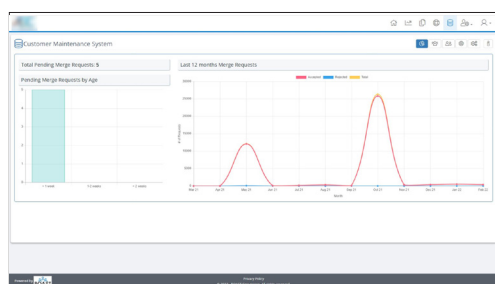
Benefits of Master Data Management

Conexus Master Data Management helps commercial teams get the most from their data investments. It facilitates rapid onboarding of disparate data sources, enables automated data enrichment and quality checks, and supports a single, high-quality, comprehensive customer profile that includes relevant and actionable data. These curated profiles are readily available for use in the CRM, analytics and/or advanced AI/ML initiatives.

Master Data Management was designed by Conexus life sciences and technology experts to deliver flexible, yet powerful capabilities. The scalable system allows business rule updates to keep pace with changing data strategies as well as new data sources. It includes pre-built connectors to Veeva CRM.

Web-based access offers users the ability to collaborate in a controlled and secure environment. Improved data quality helps teams measure sales productivity, customer experiences, targeted, multichannel campaigns, and regulatory reporting.

Master your data challenges with Conexus Master Data Management.

Master Data Management

Customer Maintenance System

Account Dashboard

Merge Requests

About Us

Conexus Solutions delivers innovative sales and marketing operations support and technology solutions to small and mid-size life sciences companies. Our solutions and services are built on decades of experience and innovation in life sciences commercial operations. We understand the unique challenges is mastering customer data and have tailored our services to addressing these needs. Visit us at: www.cnxsi.com.