



Manage
Your
Information

infoMaestro™

infoMaestro™ Integrated Medical Communications Solution (IMCS): A Technical Overview

We make your contact center an integral part of your business and compliance strategy by seamlessly integrating industry-leading technologies:



Case Management/CRM

The CRM component is used to capture and process medical inquiries, producing one central repository for all client information.

Enterprise Content Management

The content management component, provides a secure repository for all content, enabling version control and ensuring compliance with 21 CFR Part 11.

Response Authoring & Content Rendering

The authoring and publishing components provide the ability to create structured content and then publish that content into multiple outputs including HTML, Microsoft Word, and PDF. RWD has extensive experience with a variety of XML authoring solutions, including PTC Arbortext Editor, Justsystems Xmetal, Microsoft Word, and Thomson's REference Manage. Optionally, authors can continue to use existing authoring tools, such as Microsoft Word.

Response Package Assembly and Publishing

The infoMaestro™ Dynamic Assembly Engine seamlessly integrates content from the CRM and ECM, enabling users to dynamically create accurate, tailored, and rapid responses to inbound inquiries, render the response into an appropriate format, and make it available for preview and/or fulfillment.

Fulfillment

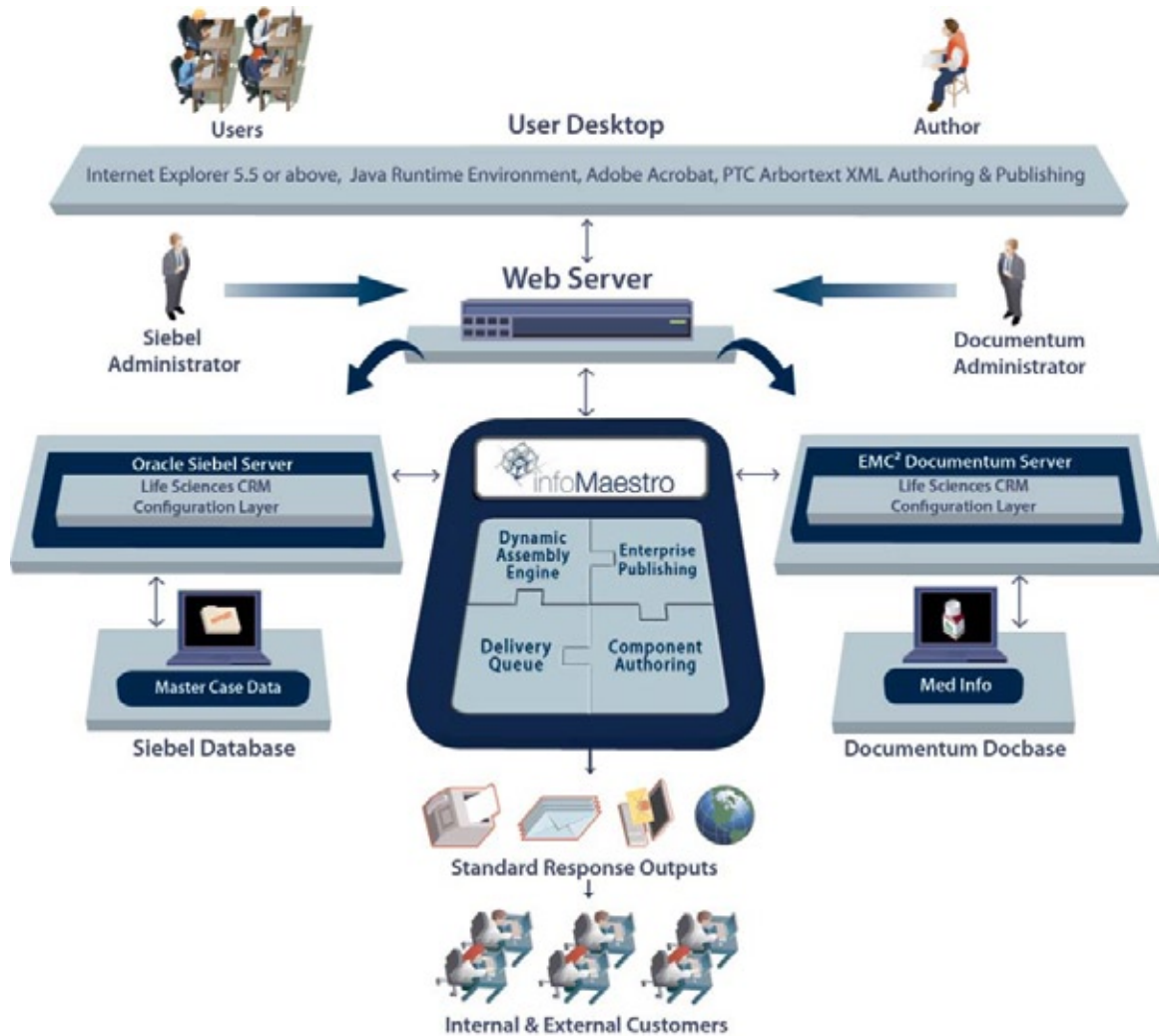
The infoMaestro™ Delivery Queue polls the system for items that are awaiting fulfillment, renders the content, and routes the content to the appropriate delivery channel (printer, fax server, email server, web, or FTP site).

At a Glance...

A comprehensive medical communications application, infoMaestro™ Integrated Medical Communications Solution is built on three industry standard platforms – Oracle Siebel, EMC² Documentum, and PTC Arbortext XML Authoring & Publishing technologies. infoMaestro™ seamlessly integrates these environments to provide a cohesive interface in which contact center staff can efficiently create, manage and fulfill standard response packages while providing critical audit trails for each inquiry. Automated case routing allows for single capture of critical information. The flexible architecture of IMCS also supports the use of other CRM, authoring, and ECM tools as well as integration to other enterprise systems, such as Product Quality and Pharmacovigilance.



Scalable. Flexible. Dynamic.



IMCS seamlessly integrates CRM, ECM, and Authoring & Publishing technologies to provide transparent access to document repositories directly from the CRM interface. Users are able to dynamically assemble standard response packages and send through the approval process for delivery to customers in the desired format. Case information is automatically logged to create a clear audit trail, and forwarded to Product Quality and Pharmacovigilance groups.

To learn more about infoMaestro IMCS, contact us at info@rwd.com or visit our website www.rwd.com.