

# Medical Affairs Analytics & Compliance

Business  
Challenge

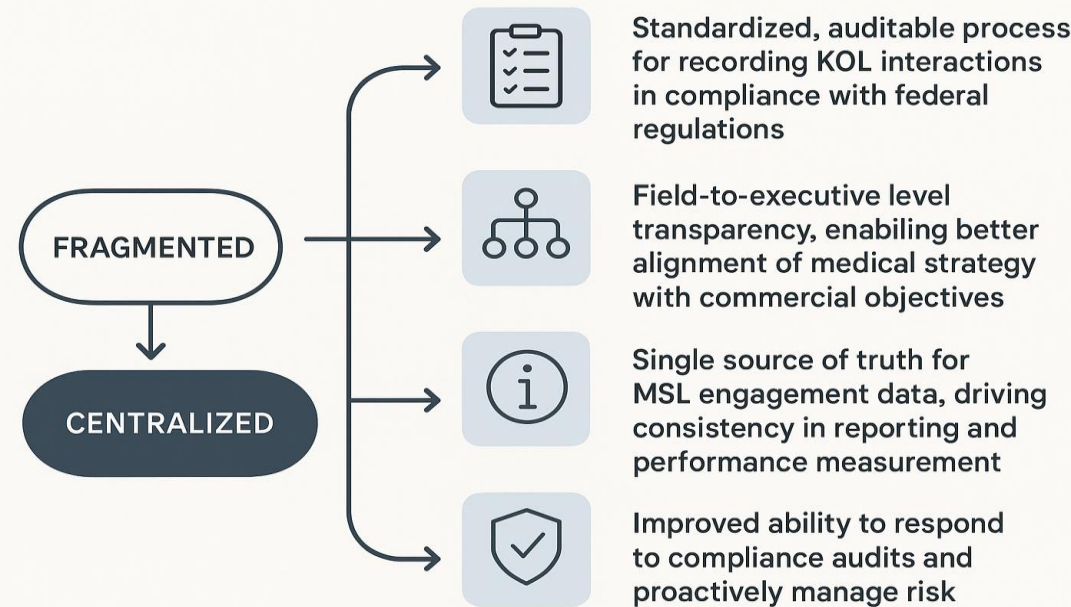
Medical Scientific Liaisons (MSLs) use Salesforce.com to document their interactions with Key Opinion Leaders (KOLs). To ensure compliance with regulatory frameworks such as the Sunshine Act, the organization required a standardized system to track, analyze, and report these engagements across the enterprise.

Our Approach

CTI Data partnered with Medical Affairs to implement standardized BI metrics that meet regulatory standards and deliver field activity insights.

The solution enhances visibility across all levels—supporting KOL engagement, improving compliance, and strengthening decision-making.

Outcome



Solution

CTI led the design and deployment of a scalable reporting framework that centralizes Salesforce “Opinion Leader” data in a compliance-ready master layer.

Segregated from commercial sources, the data powers dynamic reports that support both regulatory compliance and strategic decision-making.

Demonstrated Client Value



Improved Field Engagement Management

Centralized visibility and consistent tracking of KOL interactions.



Regulatory Confidence

Compliance-ready data structure with audit support.



Strategic Data Utilization

Actionable insights aligned to medical and business goals.



Scalable & Repeatable Architecture

Scalable & Repeatable Architecture