TRILATIONS

DECISIONS DELIVERED

OUR PROMISE

DRIVING GROWTH AND EXCELLENCE FOR LIFE SCIENCES COMPANIES

OUR UNIQUE DNA

*Backed by **20 years of expertise** and an **extensive pharma-specific benchmark database**, our strategies leverage **precise insights** from engagement practices, brand decisions, market dynamics, and successful launches.*

REASONS TO BELIEVE



INNOVATIVE AND FACT-BASED APPROACH

Trilations merges AI-driven analytics with deep industry expertise to craft fact-based medical strategies with measurable impact. Our multidimensional approaches & best-in-class Frameworks transform complex data into precise execution plans that elevate medical and field medical performance.



DEEP & PERFECTED MEDICAL EXPERTISE

With 20+ years in Life Sciences, Trilations has perfected medical strategy execution for lasting impact. By combining AI-powered analytics, behavioral science, and a cross-functional lens, we pinpoint high-impact opportunities for Medical Affairs to differentiate, lead, and grow.



UNIQUE & UNMATCHED DATA LAKE

Powered by an extensive pharma-specific benchmark database, our strategies leverage insights from 650M data points and 40k HCP interaction experiences to drive evidence-based decisions. This quantitative and qualitative HCP data provides Medical Affairs with unmatched insights into market dynamics and medical engagement effectiveness.



PRECISE & ACTIONABLE RECOMMENDATIONS

More than insights, Trilations delivers execution-ready strategies that drive real-world medical impact, ensuring teams move forward with confidence. During activation workshops, we co-translate the growth opportunities in tailored strategic and tactical recommendations to equip Medical Affairs teams with the clarity and precision for measurable success.

CUSTOMER-CENTRIC STRATEGIES FOR (FIELD) MEDICAL TEAMS

(FIELD) MEDICAL EXCELLENCE SOLUTIONS

FIELD MEDICAL EXCELLENCE

Translating holistic perceptions, combining HCP and internal insights, of your multidimensional Field Medical performance into actionable decisions that strengthen Field Medical impact and competitive advantage

FIELD MEDICAL EXCELLENCE FRAMEWORK

FIELD MEDICAL DEVELOPMENT

Field medical education and training enables personalized development for MSLs, enhancing their capabilities, skills and effectiveness through tailored learning and insights

INDIVIDUAL MSL MONITORING AND DEVELOPMENT PLAN
AI INFUSED MEDICAL STAFF EDUCATOR

(FIELD) MEDICAL ENGAGEMENT

Continuous insights gathering on how HCPs experience day-to-day (Field) Medical interactions, defining the optimal Medical channel mix and impactful content

MEDICAL OMNICHANNEL STRATEGY
MEDICAL ENGAGEMENT EXPERIENCE PLATFORM
MEETING NOTE ANALYSES

(FIELD) MEDICAL METRICS

Developing tailored (Field) Medical Metrics frameworks and dashboards, based on robust metrics libraries and guided by a proven roadmap to measure and demonstrate (field) medical impact across layered dimensions

METRICS FRAMEWORK DEVELOPMENT

RESOURCE ALLOCATION

Optimize Field Medical resource allocation across TAs and brands to enhance scientific impact, adapting strategies balancing customer and business needs

FIELD MEDICAL CONTRIBUTION, SIZING & ALLOCATION

MEDICAL EXCELLENCE

The holistic Medical Framework provides a 360° view, measuring performance vs. competition, clarifies the contribution of Medical Affairs and guides Medical Affairs actions and engagements to maximize impact

MEDICAL EXCELLENCE FRAMEWORK

LET'S ELEVATE MEDICAL TOGETHER

TRILATIONS.COM

FOLLOW OUR LINKEDIN PAGE

TRILATIONS
DECISIONS DELIVERED