

Euris deploys Smart Content® CLM for the members of the French Healthcare Alliance in China

Established in 2013 during the official visit of French President Francois Hollande in China, The French Healthcare Alliance (FHA), also known as “Club Santé Chine”, brings together 125 key French healthcare players active in China.

The FHA aims at collectively promoting French companies know-how, expertise and products/services to Chinese KOLs. The Alliance is organized around 5 thematic groups: Hospital design & management; Healthy ageing & elderly care; Diabetes and cancers; Infectious diseases; E-health.

In August 2016, Euris deployed Smart Content® to the members of the FHA, its CLM Solution.

Smart Content® is a Closed-Loop Marketing application designed for multichannel digital communication. Smart Content® allows to engage healthcare professionals through various channels with eye catching presentations, training tools, quizzes and interactive features.

Smart Content® for the FHA aims at:

- Sharing documents and common knowledge. Content are shared by members for members
- Engaging members and gathering information through questionnaires and quizzes
- Facilitating the collaboration between members before, during and after each event of the FHA

Smart Content® is available on any web browser and on the iPad while online and offline. For optimal performances, Smart Content® CLM is hosted in Mainland China thanks to its partner, Cloud Santé® Netplus' infrastructure, worldwide provider of Secure Health Data Solutions.

Euris is proud to help the French Healthcare Alliance to enhance its sharing of information and to support the active engagement of its members.

For more information about the French Health Care Alliance: <https://france-china-for-better-health.com>

About Euris

Euris is the leading Cloud-based software solutions provider for the pharmaceutical and life sciences industry.

Euris offers a complete suite of CRM solutions (NetReps®) and digital multichannel promotional CLM (Smart Content®) to provide pharmaceutical companies all the required tools for the implementation of their sales and marketing strategies.

As a key partner of the Health Cloud Marketplace, Euris offers to its clients a worldwide accredited health data hosting infrastructure, in particular in Europe, The United States and China. This infrastructure meets the highest security standards and follows the French, US and Chinese Health Data Certifications.

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