



Features to Look for in a Physician Liaison Tracking System

GENERAL FEATURES

	Med-Track	Act!	Sales Force	Vendor B	Vendor C
Schedule Physician Liaisons' activities	√	√			
Create tasks and monitor their status	√				
Share information among multiple users	√	√	√		
Assign and monitor physician call frequencies	√				
Create and monitor territories	√	√	√		

DATA CAPTURE

	Med-Track	Act!	Sales Force	Vendor B	Vendor C
Record detailed physician demographic and practice information	√	√	√		
Organize physicians by practice and by hospital	√				
Capture data from interactions with physicians	√	√			
Record physician admission data	√				
Import data from hospital billing system	√				
Monitor marketing and promotion expenses by physician	√		√		

SECURITY

	Med-Track	Act!	Sales Force	Vendor B	Vendor C
Data is secure and password protected	√	√	√		
System logs user information	√	√	√		
Data is routinely backed-up	√		√		
System has multiple security levels	√	√	√		

REPORTING

	Med-Track	Act!	Sales Force	Vendor B	Vendor C
Report on admission and financial data	√				
Generate reports detailing physician responses to specific questions	√		√		
Track and report Liaison activity	√	√	√		
Generate custom reports on all data contained in the system	√	√	√		
Report on individual physicians as well as aggregate them by group	√				
Generate outcomes report to monitor success of marketing/liason efforts	√				