

Optimize customer data management



Life sciences organizations face significant challenges with manually managing customer data. Because the data is complex, resource-intensive to manage, and constantly changing, ensuring it is consistently accurate and updated is no easy feat. But it's absolutely crucial, as out-of-date and incorrect customer data leads to inaccurate pricing, invalid chargebacks and rebates, strained customer relationships, and issues with government reporting.

Model N Syndicated Customer Master is an integrated data service that enables life sciences companies to overcome the inherent challenges with managing customer data – quickly and efficiently. It provides an evergreen database of validated provider customer identifiers and affiliations and seamlessly integrates directly into Model N Provider Management to ensure accurate and up-to-date customer-specific pricing.

Cost-effective scalability

Reduce costs and scale your internal teams by directly integrating your Model N adjudication system with this accurate and complete data source. Syndicated Customer Master integrates directly with third-party data sources (Health Resources and Services Administration [340B], Health Industry Number, and U.S. Drug Enforcement Administration) to provide a single source of validated customers with their correct identifiers, addresses, and affiliations. Your team can then spend less time focusing on validating data through manual research and more time on analyzing results.

Accurate pricing and payments

Eliminate the incomplete and misaligned customer identifiers that lead to revenue loss through inaccurate payments and mispriced orders. Because the database is consistently automatically updated with all available identifiers, you can guarantee rebate accuracy and ensure government price reporting compliance.



According to the 2024 Model N State of Revenue Report, life sciences executives cite **data accuracy (52%)** and **updating and maintaining data (50%)** as their top challenges with managing customer data.





Always-current customer master

Improve chargeback accuracy and reduce revenue leakage by using accurate and timely group purchasing organization membership and eligibility information, automatically updated within Syndicated Customer Master.

Enhanced customer satisfaction

Improve customer and trading partner satisfaction, leading to stronger partnerships and increased sales revenue.

Pay the right amount every time with always-accurate customer data

-  **Eliminate the need to manually verify entities, saving your team hours of research time**
-  **Achieve full accuracy in customer data, reducing the likelihood of revenue loss, non-compliance, and operational inefficiencies**
-  **Prevent ineligible customers from receiving ineligible discounts, rebates, and pricing**
-  **Ensure customers get the right price right from the start, increasing customer satisfaction**

Overcome the challenges of managing customer data

Schedule a demonstration to learn how Model N Syndicated Customer Master can help you ensure the integrity of customer data.