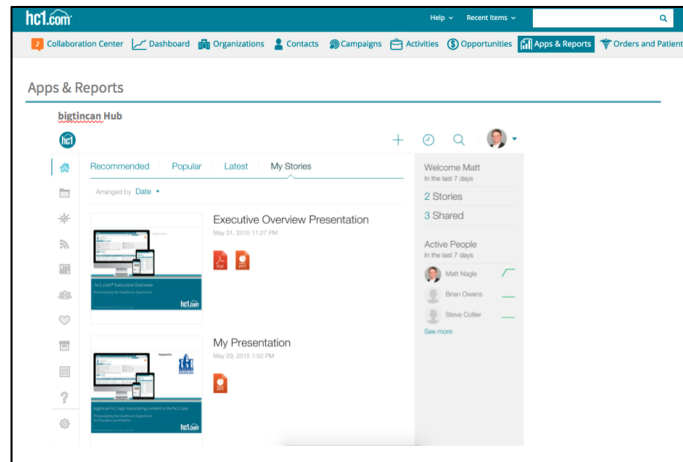


Empowered Content Management

Made possible with the bigtincan hub in hc1

The combination of hc1.com’s healthcare CRM, real-time analytics, and secure collaboration with bigtincan’s mobile-content enablement platform creates a unified workflow for sharing, tracking, and analyzing content for teams throughout your organization.

For example, with the bigtincan hub for hc1 sales and marketing teams can now:



Link bigtincan content directly to hc1 leads and accounts for unified workflows

With your leads, accounts, and campaigns stored in the embedded bigtincan hub in hc1, you can quickly associate specific people, places, and things in hc1 to collateral in bigtincan. Clear organization makes it easy to find and locate content when you need it most.

Seamlessly connect content to opportunities and action

Your sales and marketing teams can natively access bigtincan content in hc1, relating opportunities, cases, and tasks to specific collateral. Seamless integration between the account and related content allows for accountable follow-up and auditable communication.

Gauge the effectiveness of content in nurturing client relationships

With powerful, real-time analytics from hc1.com, your team can measure the effectiveness of content on your sales funnel. Knowing which collateral is driving new business improves your content generation strategies. This enhanced visibility into content and sales communication drives proactive, data-backed decision-making.

Learn how to optimize your content management solution at www.hc1Apps.com.