

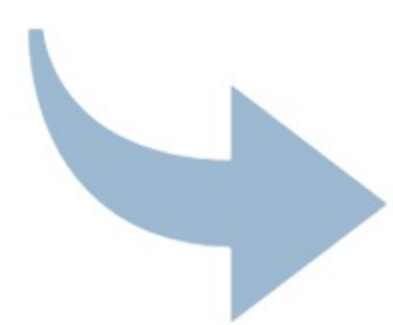
# Innovation Spotlight

## FEATURED INNOVATOR

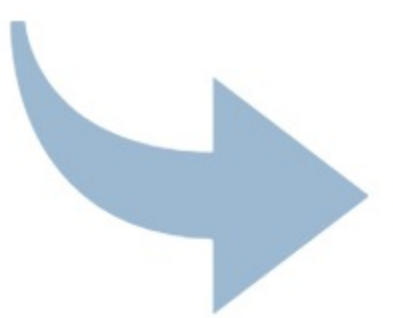
The healthcare data landscape is more complex than ever, with exponential growth in the sources and types of data available to us. Extracting insights – the right insights, at the right time – from the available data is crucial to the kind of personalization that is now required for a life sciences company's commercial success.

At the heart of these insights, however, is the data, and the ability to connect, link and interrogate big data, little data and disparate data, so that the insights are multifaceted and multidimensional.

**Zephyr Illuminate is the only solution on the market today that produces relevant, predictive insights based on real-time data that is refreshed regularly and integrated across the commercial Life Sciences organization.**



From pre-launch to product maturity, Zephyr Illuminate anticipates questions and provides Life Sciences companies with the powerful insights from big data they need to make confident decisions faster with data-driven targeting and deep customer profiles that will help them be successful in the market.



Using Zephyr Illuminate's comprehensive and data-driven insights, field teams in life sciences companies can save 1 full day in customer profiling per month, thus resulting in additional annual field engagements. One customer recently measured this as a \$10mm opportunity in 3 years.

Learn more about Zephyr Illuminate at [zephyrhealth.com](https://zephyrhealth.com).

