Consent Hub Overview

CONEXUS solutions, inc.

The Ins & Outs of Managing Opt-Ins & Opt-Outs

Competitive commercial life sciences teams spend significant time, money, and resources to gain insight into HCPs' preferences, interests, and priorities. They diligently craft communications to align with these preferences and spark dialogue. These same teams typically use oversimplified subscribe/unsubscribe email opt-out programs that do not support these efforts or provide additional insights.

Most of these programs were initially designed solely to maintain compliance with CAN-SPAM and other privacy regulations. They use a closed yes/no question for opting in or out and don't leave room for HCPs to opt-out of some emails and opt-in to other emails. When an HCP opts out, they are lost forever!

These basic programs can't track preferences or consent across multiple systems. As a result, accurate targeting of digital campaigns and utilization of customer lists require substantial manual intervention. This process introduces human error, increasing the risk of non-compliance while offering no additional value in building trusted relationships with HCPs. It's a self-defeating approach. That's where Consent Hub comes in.

Adding Intelligence & Flexibility to Traditional Communications

Conexus developed Consent Hub to help commercial teams track and manage opt-ins/outs while also extracting insights about HCPs. It allows HCPs to subscribe or unsubscribe to communication channels of their choice.

Consent Hub stores HCP opt-in/out data in the consent repository and tracks it across programs and channels. It enables commercial teams to access and manage consent information across multiple programs and channels while maintaining CAN-SPAM compliance.

Consent Hub has preconfigured API connectors used in common solutions such as Salesforce Marketing Cloud and Veeva Approved Emails. It also has flexible API connectors that enable integration with other marketing automation and CRM systems.

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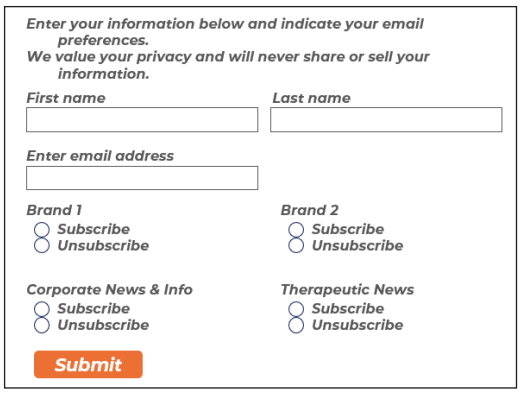
The Value of Unprecedented Insights

Consent Hub is an online portal that enables HCPs to manage their individual preferences for emails and continue to see content that is relevant to them. As a centralized repository for all HCP email preferences, it provides commercial teams with insight into HCP thought processes. These insights can inform messaging strategy, channel, and frequency based on the HCP's declared preferences. Consent Hub also helps maintain compliance with the CAN-SPAM Act.

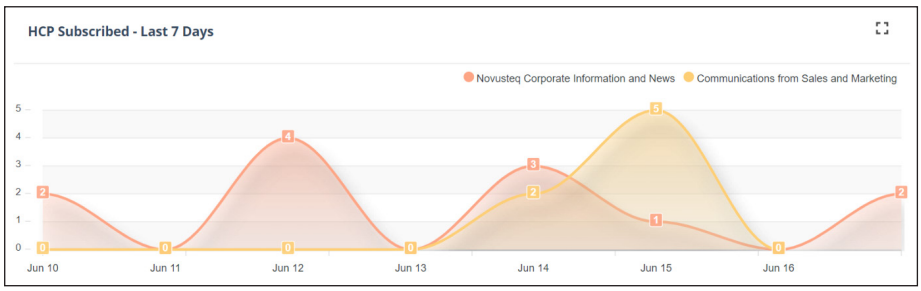
By synchronizing preferences across multiple channels, Consent Hub gives commercial teams a broader view of HCP interests. Teams can query the consent repository and export results to design more tailored communications. By categorizing communications, they can offer more options to HCPs and sustain deeper, more meaningful engagement than simple opt-outs.

During a Consent Hub Implementation, the Conexus team partners with clients to identify preferences, channels, and audiences, defines communication categories based on best practices, configures Consent Hub for integration with additional channels and launches the Consent Hub into production.

Consent Hub Portal and Dashboard



Consent Hub Web Portal



Consent Hub Dashboard

About Us

Conexus Solutions delivers innovative sales and marketing operations support and technology solutions to small and mid-size life sciences companies. Consent Hub is designed, developed, and implemented by our team of sales, marketing, and technology professionals who bring decades of experience and innovation to every project.
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