

CSPG

# Commercial Services Practice Group

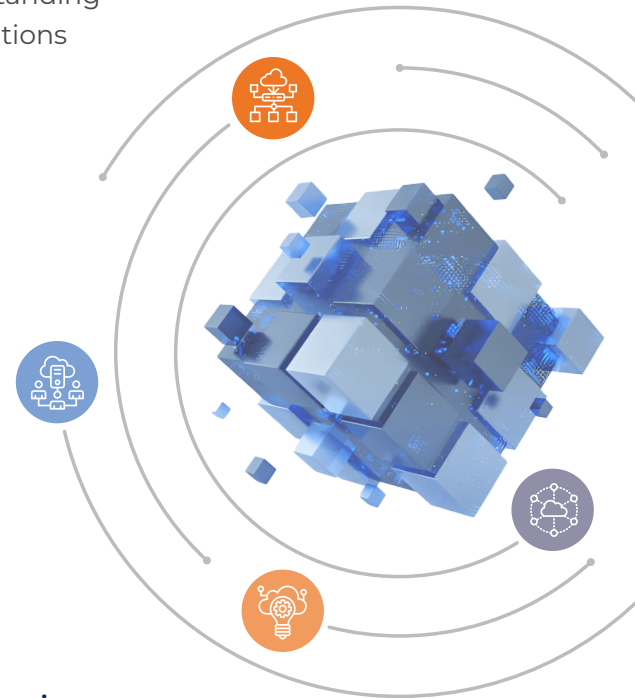
Our Commercial Services Practice Group (CSPG) provides a comprehensive suite of services designed to help small to mid-sized life sciences companies build and enhance their commercial capabilities. With a deep understanding of industry challenges and opportunities, we deliver flexible solutions that improve performance, strengthen operations, and support sustainable growth.

**Our services include:**

- **Data Services & Insights**
- **Learning Services**
- **Marketing Operations**
- **Field Operations**

We support organizations at every stage of their journey, from newly commercialized companies in need of full-scale implementation to mature enterprises looking to optimize and evolve their systems.

**Whether delivering a targeted solution or supporting a fully integrated commercial ecosystem, we offer flexible, scalable services aligned to each organization's unique goals and growth stage. efficiency, enhancing customer engagement, and accelerating business success.**



## Why Conexus?

- **Experienced Leadership**, with an Average of 25 Years in Life Sciences Across Our Senior Team
- **Proven Growth**, Trusted by More Than 100 Life Sciences Companies Through Organic Expansion
- **Scalable Solutions**, Designed to Evolve with Your Business and Meet Changing Industry Demands
- **Versatile Expertise**, Supporting Both Emerging and Established Organizations at Every Stage of Their Commercial Journey

## Ready to elevate your commercial operations?

Partner with a team that brings structure, speed, and strategy to every engagement. From planning to execution, we help drive measurable outcomes where it matters most. Let's move your commercial vision forward—together.

**Get In Touch!**

**Ernie Payne**

*SVP and GM, Commercial Services Practice Group*

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# Our Practice Areas



## Data Services and Insights

Our Data Services & Insights practice area delivers specialized services meticulously organized to enhance data-driven decision-making for commercial leaders within small to mid-sized life science companies.

- Commercial Data Platform
- AI Enablement
- Data Warehouse
- Data Migration
- Performance Reporting and Visualization
- Master Data Management
- Data Stewardship
- Data Governance



## Field Operations

Our Field Operations practice area helps life sciences companies maximize the potential of their field teams by providing tailored support that enhances efficiency, optimizes resource use, and ensures compliance, driving measurable success in a dynamic market.

- Roster Management
- Territory Management
- Target Setting
- Incentive Compensation
- Help Desk
- End-User Support



## Learning Services

Our Learning Services practice area helps life sciences companies cultivate a culture of continuous growth by providing tailored, interactive learning solutions that optimize employee proficiency with critical technologies, enhance compliance, and drive continuous improvement in a rapidly evolving market.

- Learning Cloud
- Customer Interactive Video
- Instructor-Led Training
- Guides and Documentation



## Marketing Operations

Our Marketing Operations practice area provides cloud-based platform services, including implementation, integration, and ongoing support to optimize campaigns, drive customer engagement, and ensure compliance.

- Patient Relationship Management
- Integrated HCP Communication Systems



The **team** behind your **team**.



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