TRINITY | CustomerEDGE™ | Orchestrator

One Engine to Orchestrate Every Health Care Provider Touchpoint

Orchestrator is the CustomerEDGE module that unifies field and digital engagement through a single decision engine. It combines AI-driven next-best-action (NBA) with rules-based precision. Trinity's orchestration experts configure, monitor, and refine engagement across life sciences brands and regions. Coordinate targeting, next-best-action, and omnichannel.

The Challenge

When Field and Digital Run on Separate Logic, Neither One Wins.

Field and digital teams send health care providers (HCPs) mixed messages

Reps and digital campaigns use one scoring engine and targeting logic. Every touch reinforces the last one instead of contradicting it.

Highest potential HCPs still get generic outreach

One model prioritizes HCPs for field and digital. High-potential physicians get the right action, channel, and timing. Spend stops going to low-priority contacts.

Teams don't trust the recommendations they get

Every recommendation includes plain-language rationale. Reps see why an HCP or action was prioritized and act with confidence.

Engagement never learns from the last cycle

Rep feedback, HCP response data, and updated syndicated inputs feed every cycle. Your program learns systematically rather than drifting.

CustomerEDGE | Orchestrator connects your brand strategy to every field and digital touch.

CustomerEDGE | Orchestrator at a Glance

Prescribing data, customer relationship management (CRM) activity, patient treatment patterns, and HCP response signals feed life sciences–specific models. Trinity data products add a deeper view of HCP behavior.

Flexible Build Options

Use Trinity's workbench or Snowflake, Databricks, Dataiku, or Amazon SageMaker. Pre-built feature libraries included.

Single Operations Console

Monitor pipelines, campaign calendars, rules, and recommendations. Control distribution to CRM and digital partners.

Program Performance Insights

Performance reporting supports field and digital execution and gives leadership a view of impact.

Field Advisors

AI assistants help reps act on suggestions within their day-to-day workflows.

Trinity Orchestration Team

Cross-functional experts turn brand strategy into models, rules, and workflows across brands and markets.

Your field, digital, and operations teams work from one plan and see what's working.

Learn more at https://trinitylifesciences.com/products/customeredge-orchestrator/

The CustomerEDGE | Orchestrator Advantage

Two Modes, One Decision Layer — Not Two Separate Tools

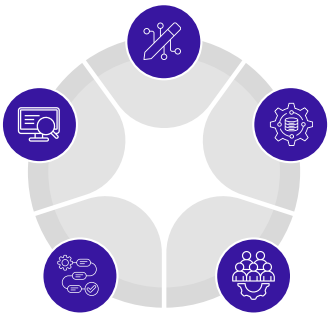
AI-driven scores and event-based rules share one decision layer. Reps and campaigns stop giving conflicting guidance. Trinity co-designs brand-specific gating rules.

Monitor and Improve

Monitor impact and adoption across channels to improve segments, targeting, and recommendations. Adapt as market conditions evolve to stay ahead of competitors.

Explainability Built into the Rep Workflow

Orchestrator shows reps which signals drove each suggestion. Reps learn what to do and why. Adoption moves from compliance to conviction.



Proprietary Data Products and Data Model Powering the Recommendations

Digital Affinity, HCP Digital Interest Signals, and clinical profiles enrich models with HCP behavior and preferences. This supports more precise NBAs, targeting, and timing.

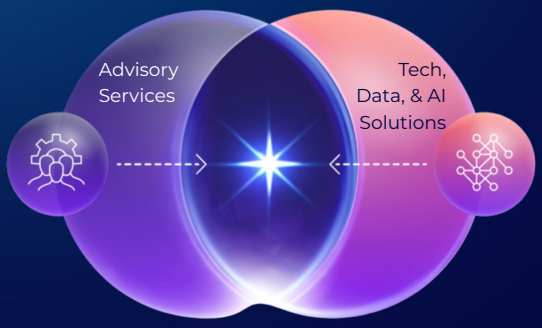
Orchestration Expertise and Delivery Team

Trinity experts in data science, commercial strategy, and marketing operations design, configure, and tune your program. You avoid building and managing complex AI engagement alone.

Your reps and brand teams act on one trusted plan, without conflicting HCP touches that waste spend.

Why Trinity

Powering the future of life sciences commercialization through the fusion of human and artificial intelligence.



Life-sciences-exclusive focus

Access deep experience across therapeutic areas and lifecycle stages, with 30+ years of nuanced understanding of regulatory, evidence, and stakeholder dynamics.

Tech + behavioral science

Deliver faster, deeper insights at scale through embedded AI-enabled analytics and behavioral science into research design.

True partnership

Experience seamless collaboration with your internal teams and agencies, with ongoing support from early strategy through post-launch optimization.

Bold minds that challenge. Smart tech that connects.
A committed partner that delivers.

Trinity By The Numbers

Involved in **70%** of all new drug launches

Trusted by **350+** industry-leading customers

Accurately predicting up to **90%** of revenue outcomes for drug launches

Connect Today, Own Tomorrow

Separate decision logic across field and digital teams sends HCPs mixed messages as launch windows close. Unify engagement before the next cycle starts.

Discover what's possible. Schedule a demo to see whether a rapid prototype with your data is the right next step.

Contact Trinity: trinitylifesciences.com/contact/

Request a demo: trinitylifesciences.com/request-a-demo/

Explore more: trinitylifesciences.com/

Email: info@trinitylifesciences.com

For more information

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