

Life Sciences Acronyms You Need to Know



CRM

Customer Relationship Management

CRM refers to technologies and solutions that help businesses manage relationships between them and clients, as well as the information and data related to them.



MSL

Medical Science Liaison

Specialized professionals employed by life sciences companies that act as liaisons between the company and health care providers.



CLM

Closed Loop Marketing

The use of insights and analytics to improve marketing interactions and campaigns, from the first interaction to the final sale.



NPI

National Provider Identifier

A unique identification number for health care providers covered by HIPAA.



HCP

Health Care Provider

A professional specializing in the treatment and management of general or specific health needs.



OTC

Over the Counter

Drugs sold directly to consumers that don't require a prescription.



HIPAA

Health Insurance Portability and Accountability Act

HIPAA is a US law that was enacted in 1996 to modernize the flow of healthcare information, protect healthcare and healthcare insurance information from fraud and theft, and address limitations on healthcare insurance coverage.



TDD

Terminal Distributor of Dangerous Drugs

A person licensed to sell dangerous drugs at the retail level, or any person other than a wholesale distributor or pharmacist, who has possession, custody or control of dangerous drugs for any purpose other than the usage and consumption.



LS

Life Sciences

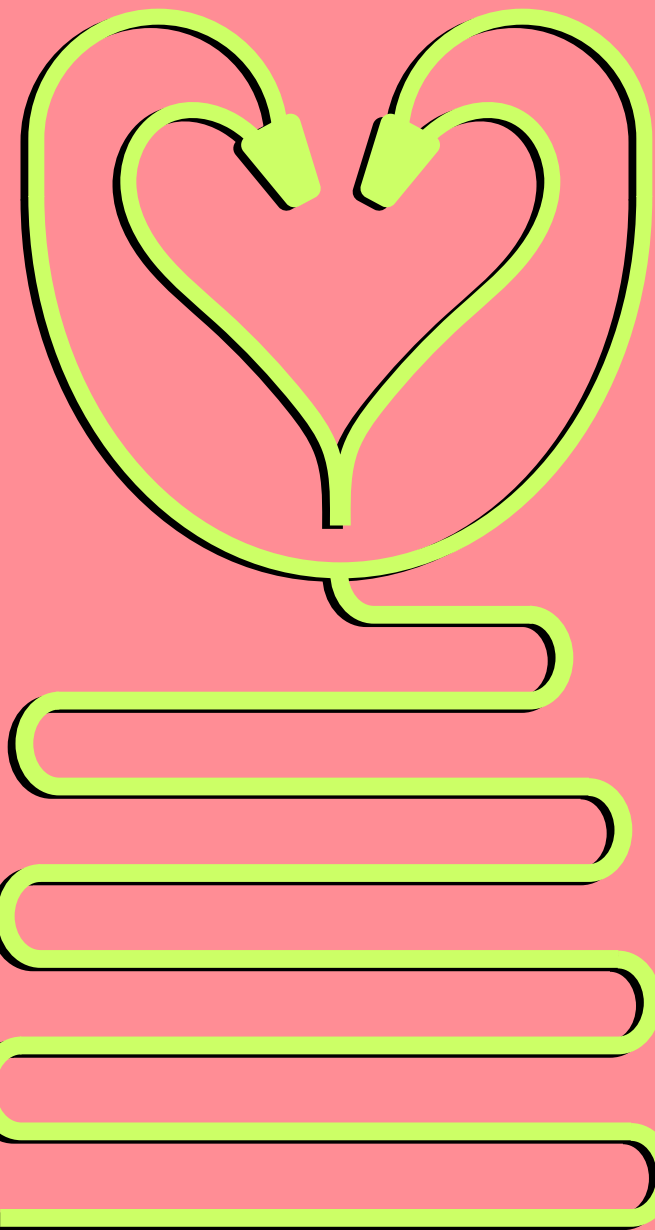
The fields of science related to the study of living organisms, including biology, physiology, biochemistry, and more.



MIR

Medical Information Request

A request for information on a company's product by a healthcare provider.



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