



# DIGITALLY TRANSFORMING HCP ENGAGEMENT FOR A LEADING PHARMA ENTERPRISE

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from





# PROBLEM STATEMENT



A top-tier pharmaceutical enterprise needed to overhaul their outdated, manual HCP engagement system.

**Disconnected content sharing workflows between Product Managers, MRs, and Doctors.**

Lack of secure, personalized interaction at scale across digital touchpoints.

Inability to measure or track content performance or doctor engagement.

No mechanism for targeted, specialty-wise content dissemination.

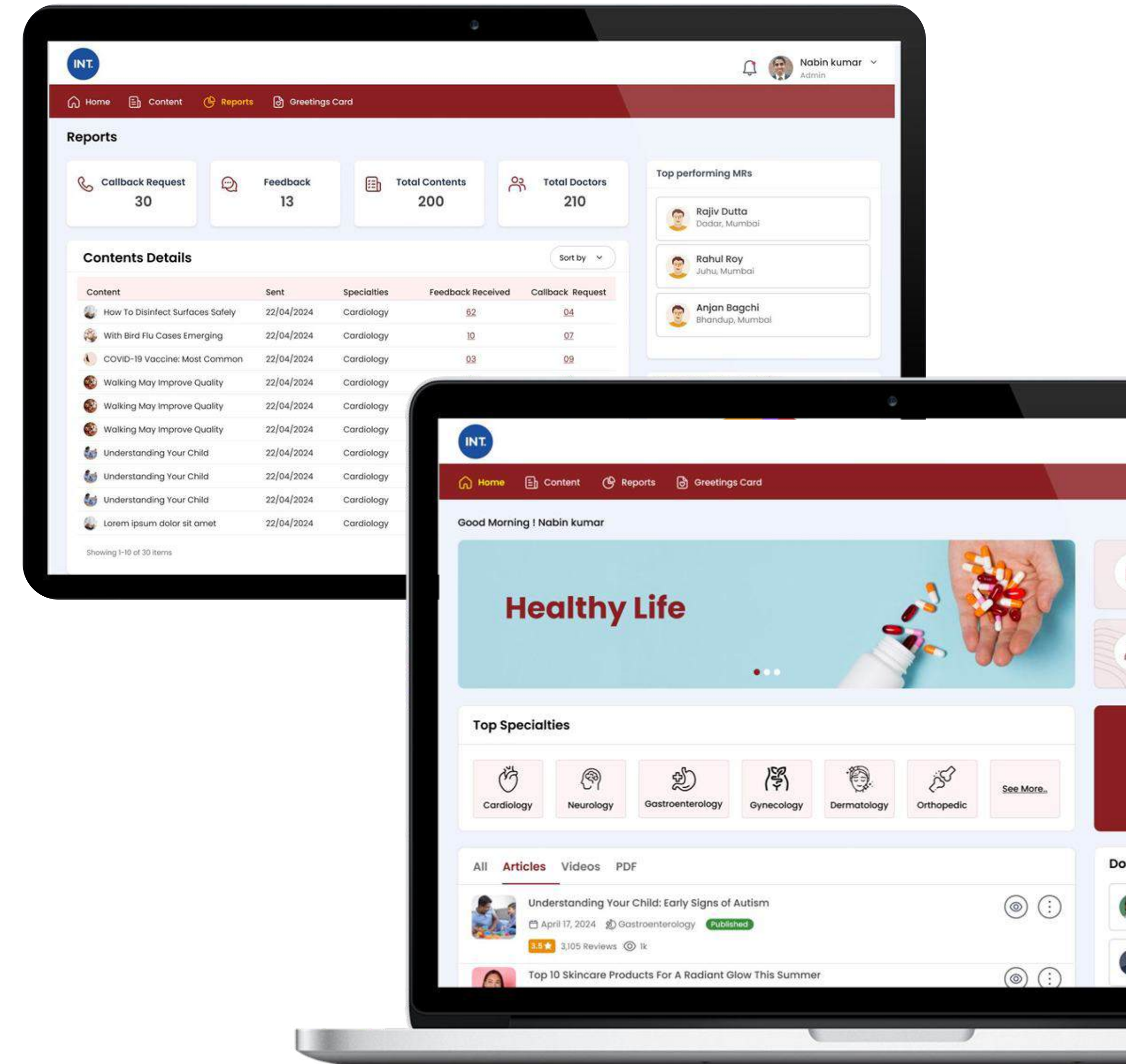


## Multi-Channel Content Distribution Ecosystem

A secure, centralized, and role-driven platform built with three distinct user interfaces:

### ✓ Web Portal for Product Managers

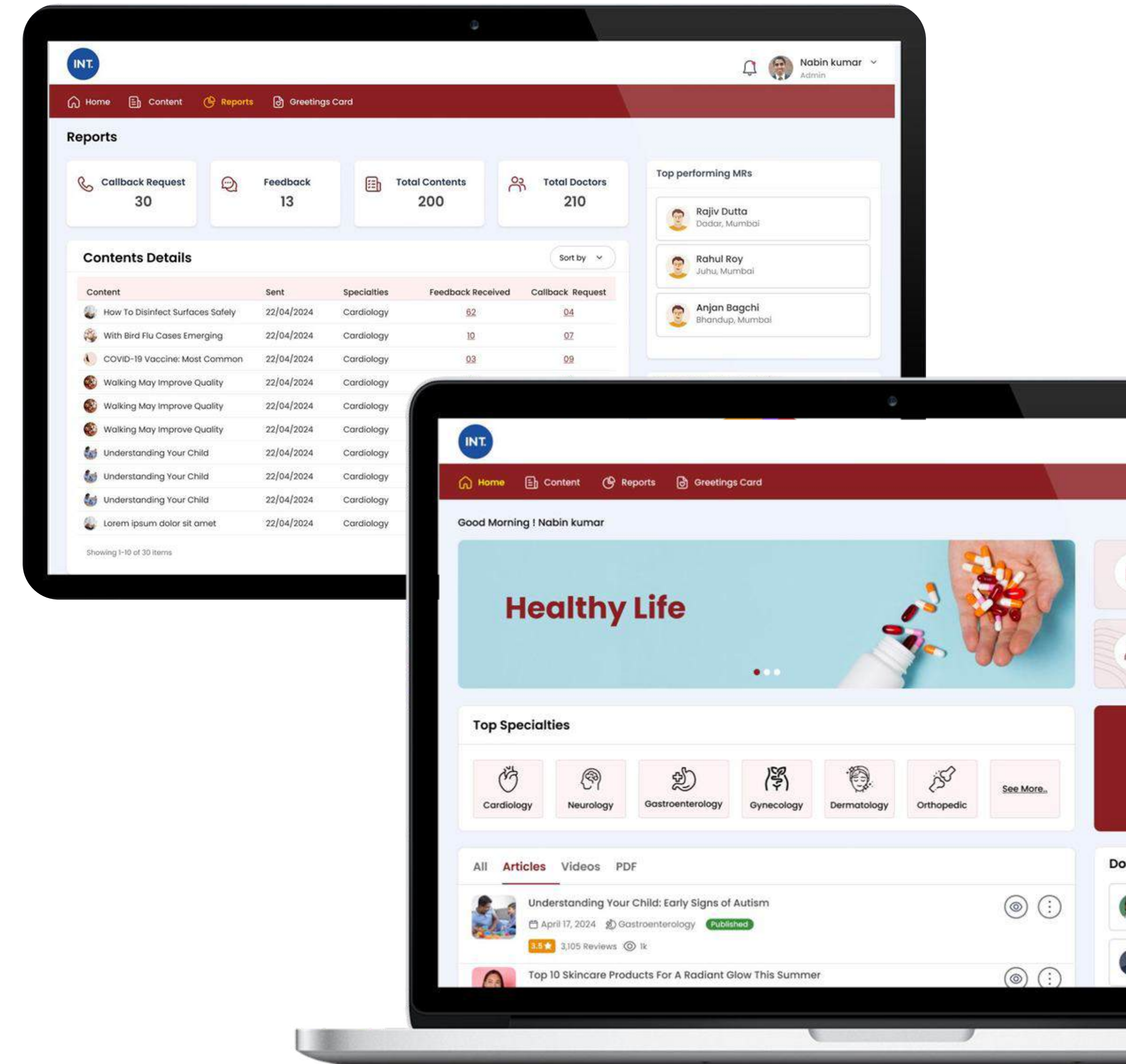
- SSO Login: One-click secure access.
- Dashboard: Real-time content & engagement insights.
- Content Library: Upload, tag, and manage assets easily.
- Reports: Track top content and MR performance.
- Greetings: Schedule personalized doctor wishes.
- Content Control: Publish, edit, or withdraw anytime.





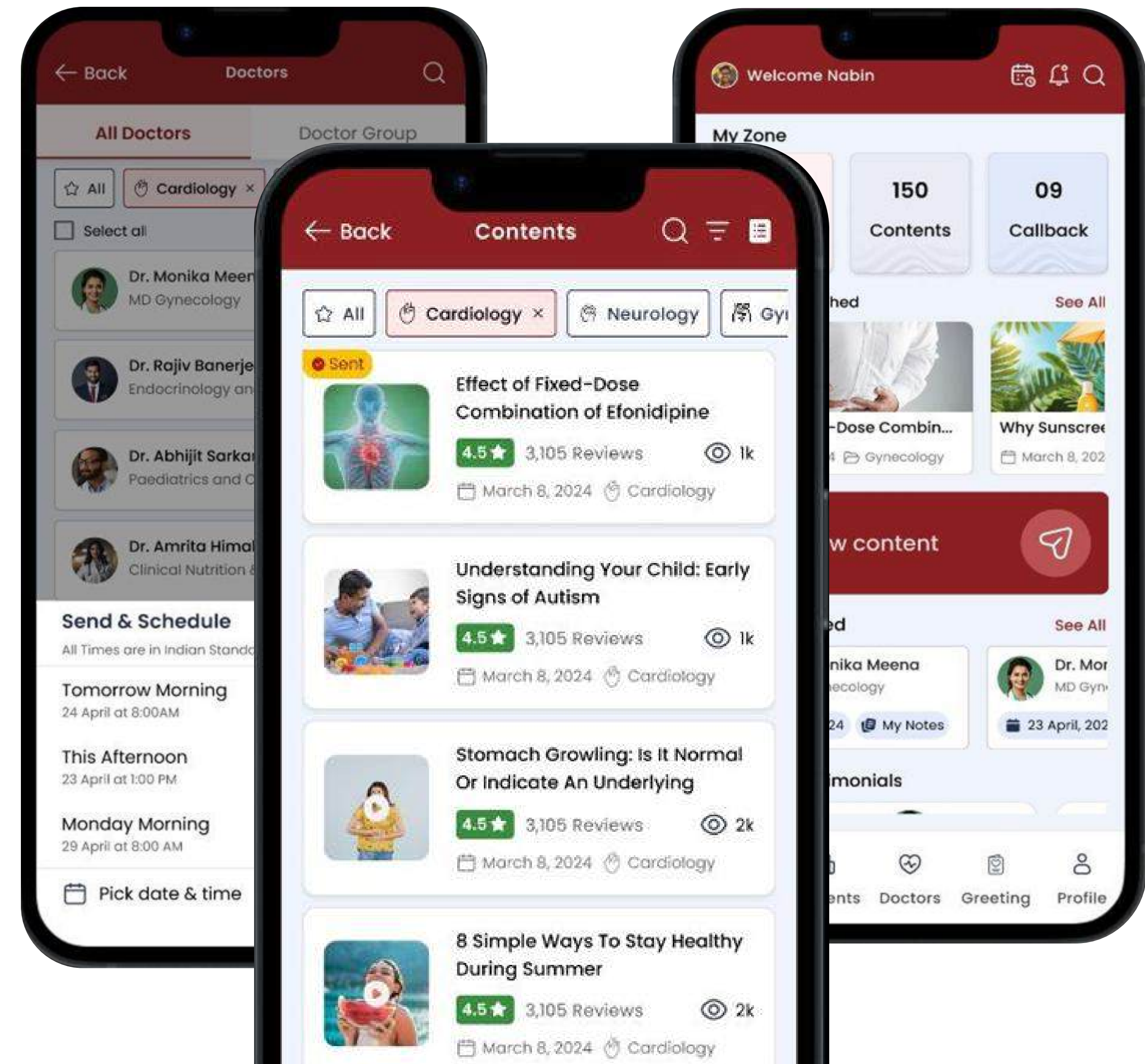
## Impact Delivered for Product Managers

- ✓ >30% higher engagement from WhatsApp-led content delivery
- ✓ Easy, secure access without app or login barriers
- ✓ Increased callback interactions and feedback participation



## ✓ Mobile App for MRs

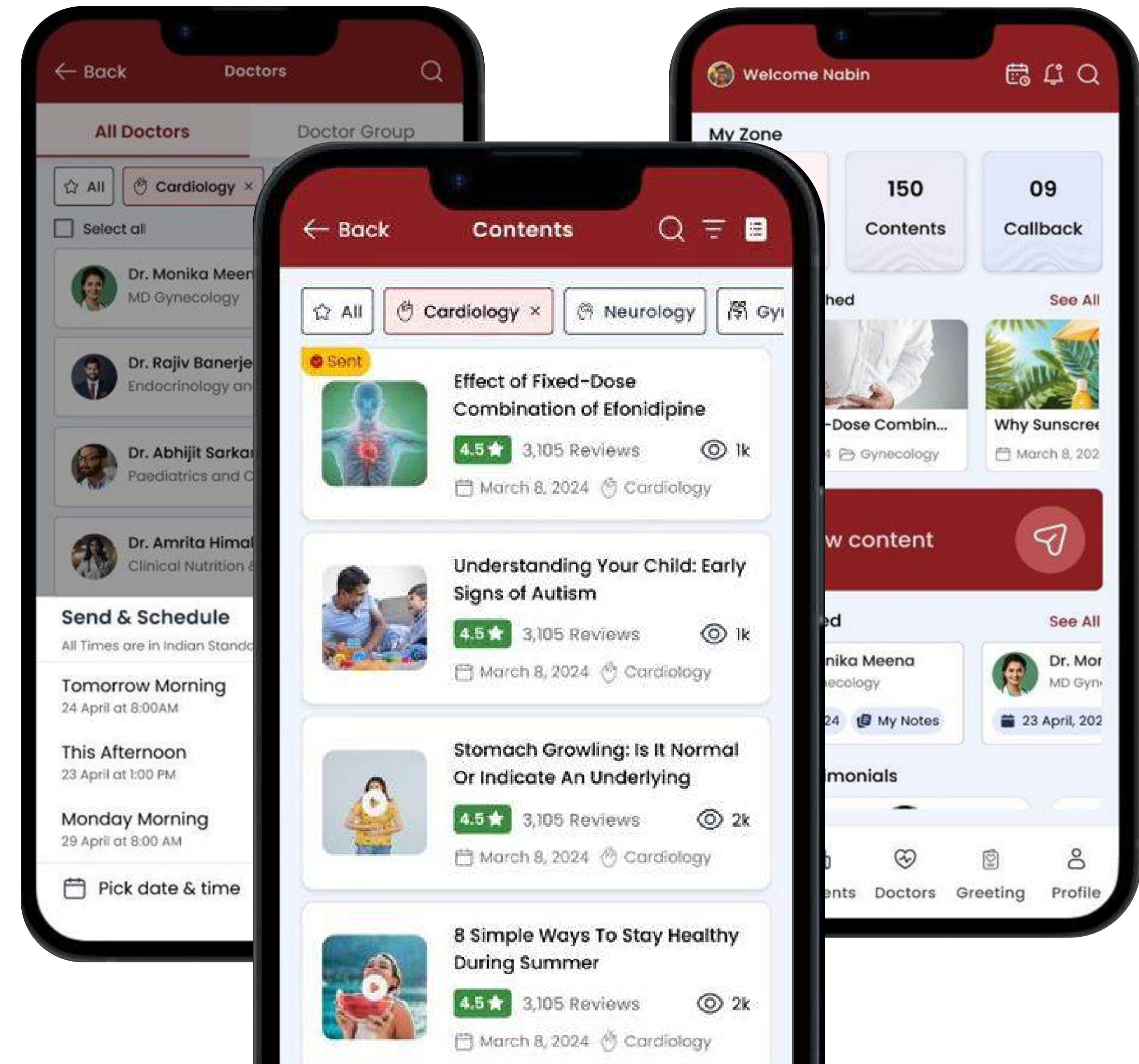
- **SSO Login:** Fast, secure sign-in.
- **Doctor Profiles:** View history, specialty, and segments.
- **Share Content:** Distributed by specialty or group.
- **Send & Schedule:** Time content for max impact.
- **Custom Greetings:** Build and preview messages.
- **Multi-Channel:** Share via WhatsApp, SMS, or email.





## Impact Delivered for MRs

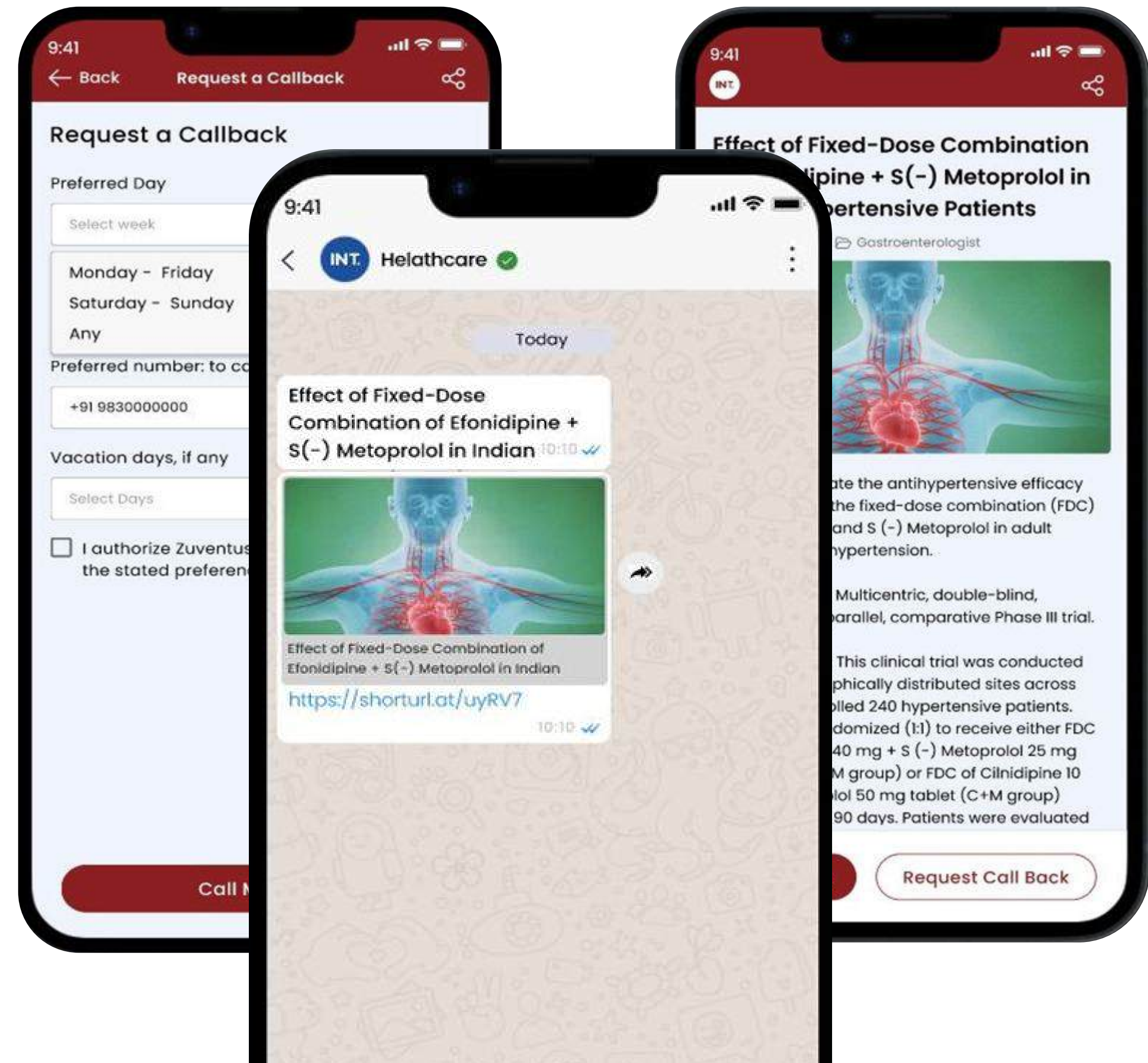
- ✓ >40% boost in effective content sharing
- ✓ Higher doctor satisfaction via timely, personalized greetings
- ✓ Access to historical interaction data for smarter engagement





## ✓ WhatsApp for Doctors

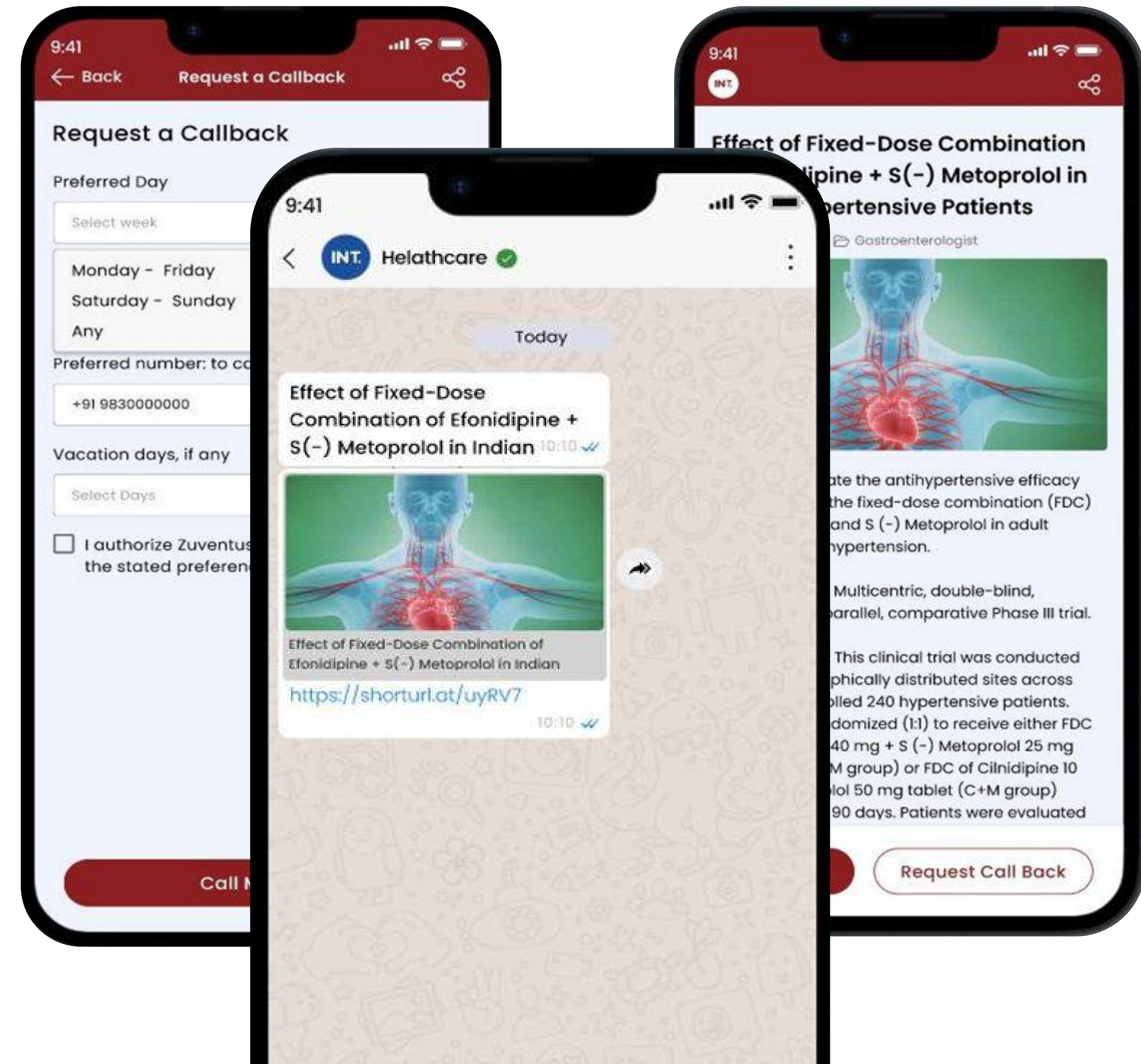
- **Easy Access:** Tap-and-view content—no login.
- **Give Feedback:** Rate and respond instantly.
- **Request Call:** Schedule MR callbacks in one click.





## Impact Delivered for Doctors

- ✓ >50% better visibility into which content performs best
- ✓ Real-time metrics enabled agile content strategy
- ✓ Improved ROI on marketing collateral and rep campaigns





# 6-Step Applied Process

## 01

### **Stakeholder Mapping & Discovery:**

Interviews with MRs, Product Managers, and Doctors revealed workflow gaps and digital expectations.

## 02

### **Persona-Based Experience Design:**

Created separate modules for creators (Product), facilitators (MRs), and consumers (doctors).

## 03

### **Modular Platform Build:**

Developed using secure architecture with SSO, SSL, role-wise permissions, and mobile-first interfaces.

## 04

### **MVP Release & Field Testing:**

Tested with a select group of MRs and doctors to validate usability and functional coverage.

## 05

### **Feedback-Driven Enhancement:**

Introduced scheduling, real-time dashboards, and personalized greeting workflows.

## 06

### **Full Rollout & Optimization:**

Deployed nationwide with ongoing analytics-led refinements.





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