

DIGITALLY TRANSFORMING HCP ENGAGEMENT FOR A LEADING PHARMA ENTERPRISE



Clutch glassdoor 4.9 $\bigstar \bigstar \bigstar$ 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A top-tier pharmaceutical enterprise needed to overhaul their outdated, manual HCP engagement system.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.

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INT'S SOLUTION

Multi-Channel Content Distribution Ecosystem

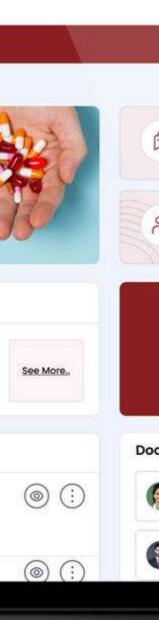
A secure, centralized, and role-driven platform built with three distinct user interfaces:

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.

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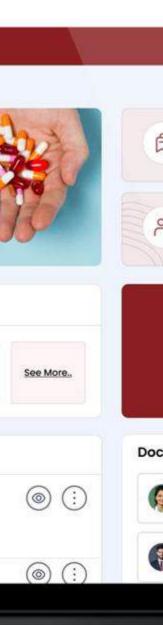


Impact Delivered for Product Managers

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

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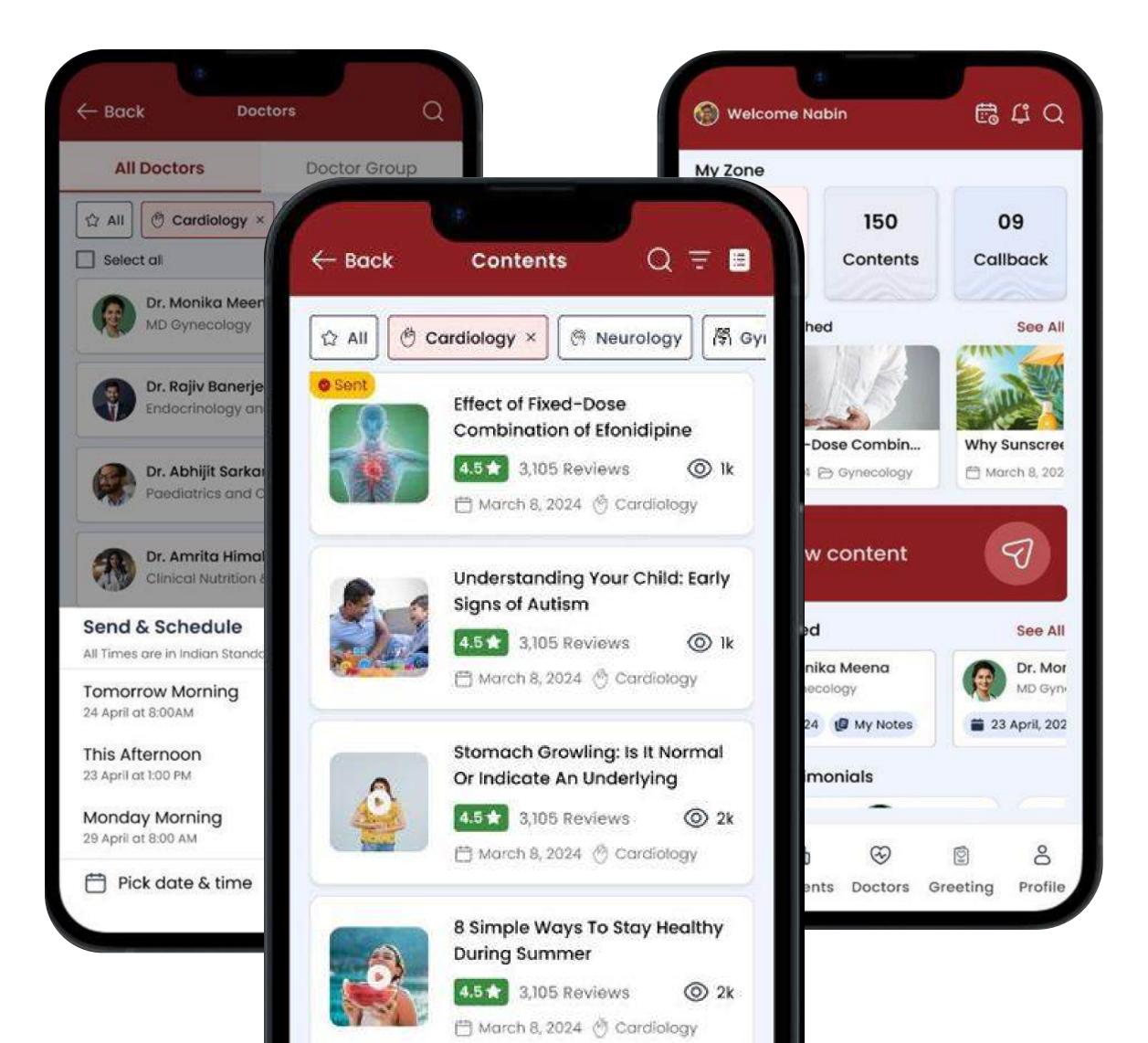




INT'S SOLUTION

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.

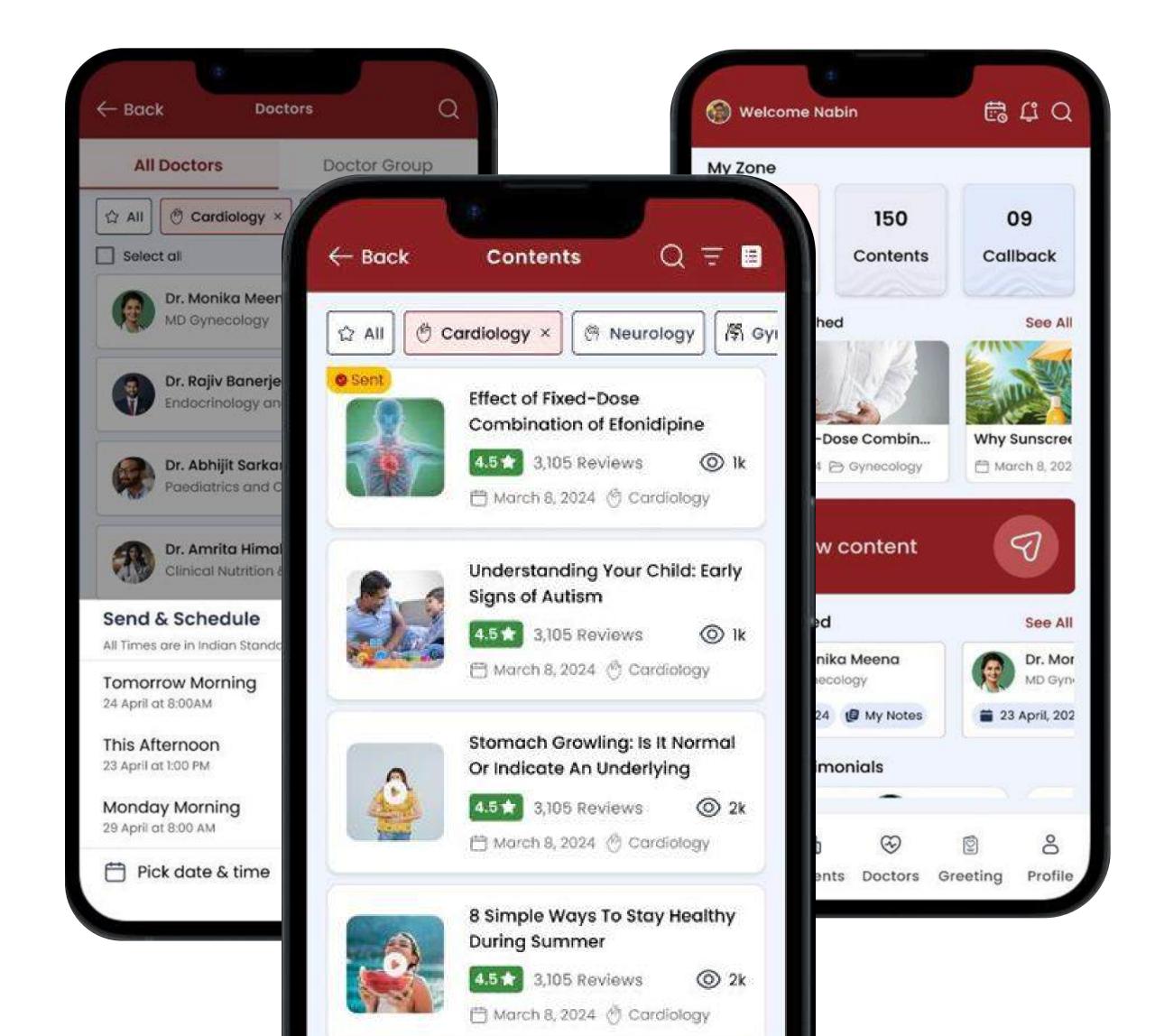






Impact Delivered for MRs

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



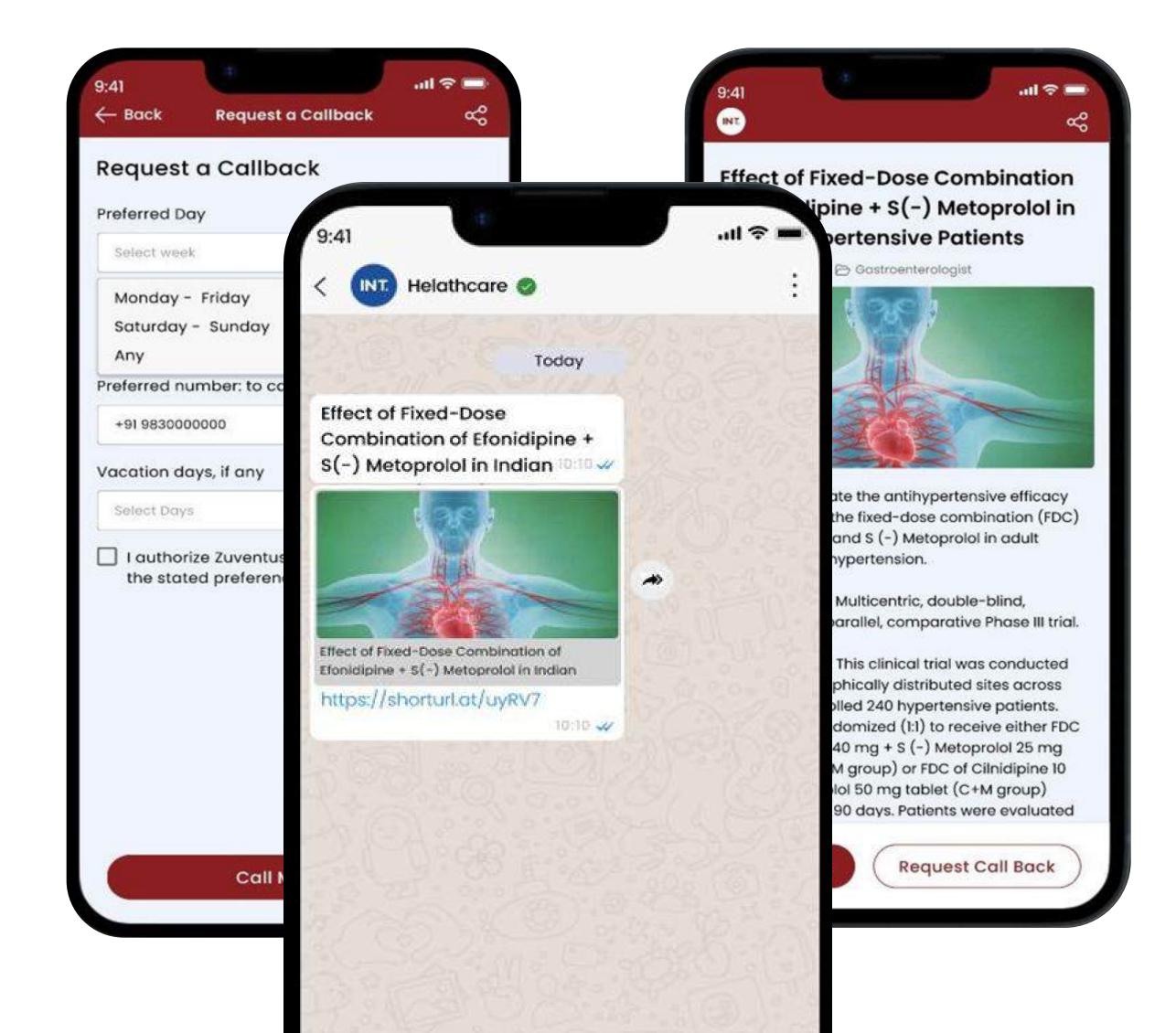


INT'S SOLUTION

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.



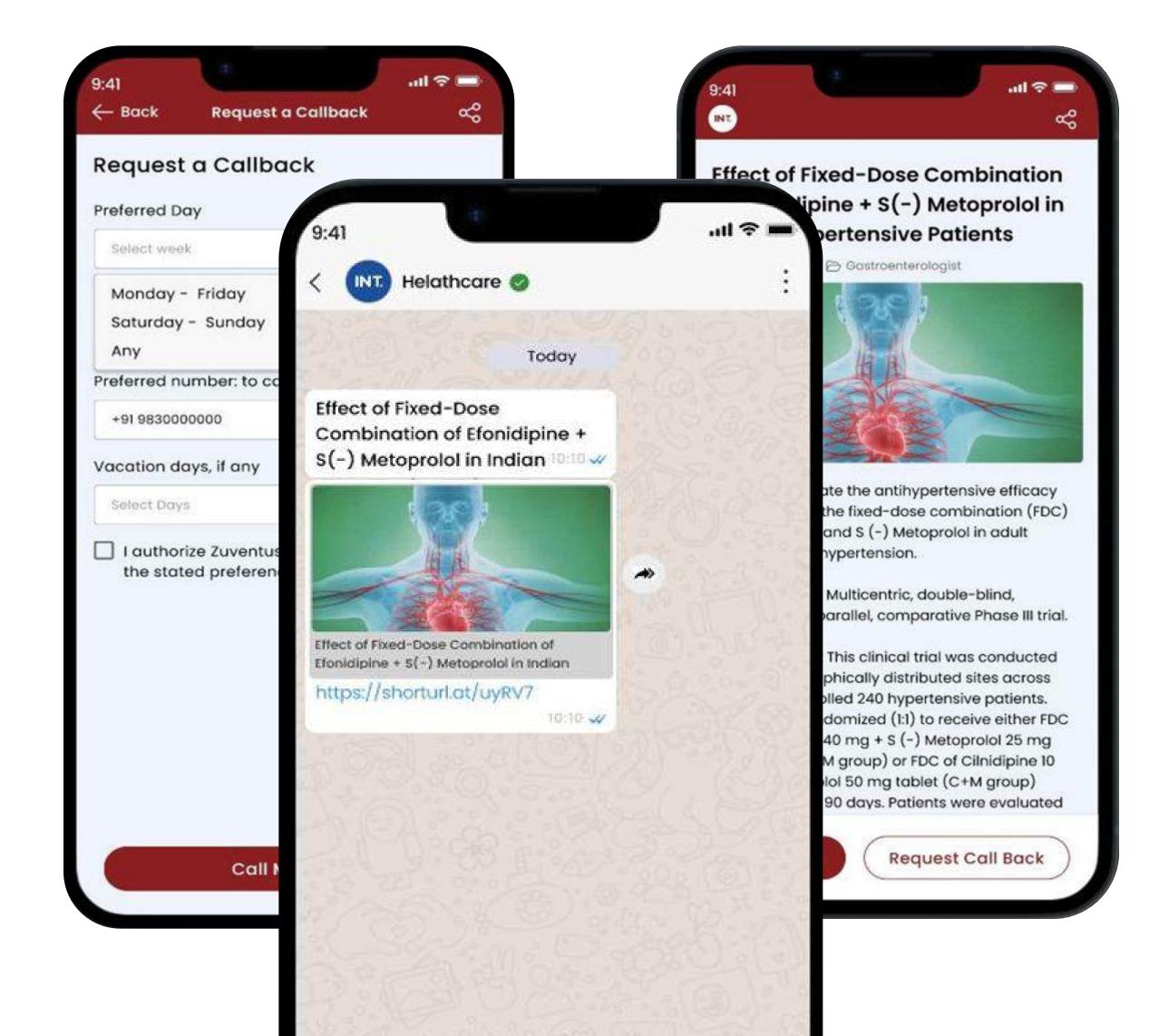




Impact Delivered for Doctors

- >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

Stakeholder Mapping & Discovery: Interviews with MRs, Product Managers, and Doctors revealed workflow gaps and digital expectations.

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

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workflows.

Feedback-Driven Enhancement:

Introduced scheduling, real-time dashboards, and personalized greeting

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Persona-Based Experience Design:

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



MVP Release & Field Testing:

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



Full Rollout & Optimization:

Deployed nationwide with ongoing analytics-led refinements.



Delight Your Customers - The easiest way to achieve growth

info@intglobal.com

27 - Years

1000+ Professionals

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