ENABLING OMNICHANNEL MARKETING & HCP ENGAGEMENT FOR A LIFE SCIENCES LEADER

PROBLEM STATEMENT

INT.

A mid-sized pharmaceutical company with a national reach was struggling to effectively engage Healthcare Professionals (HCPs) and distributors across its branded and generic product lines.

Marketing and sales teams lacked data to optimize performance.

HCP interactions were only in-person, missing digital continuity.

Distributors had no real-time access to product availability.

Scheme use was inconsistent due to low visibility.

INT.'S SOLUTION

INT. built and deployed a **custom Omnichannel Order Management & Engagement Platform**, purpose-built for the Life Sciences sector, connecting HCPs, distributors, sales reps, and internal teams through a secure, insight-driven ecosystem.

- ✔ **Product Listings** with live availability, expiry, and dynamic scheme visibility

- ✔ **Order Management** enabling self-service for distributors and rep-assisted entry

- ✔ **Delivery Tracking** from invoice to delivery with a complete full audit trail available

- ✔ **BI-Driven Engagement Insights** to optimize rep performance and territory outreach
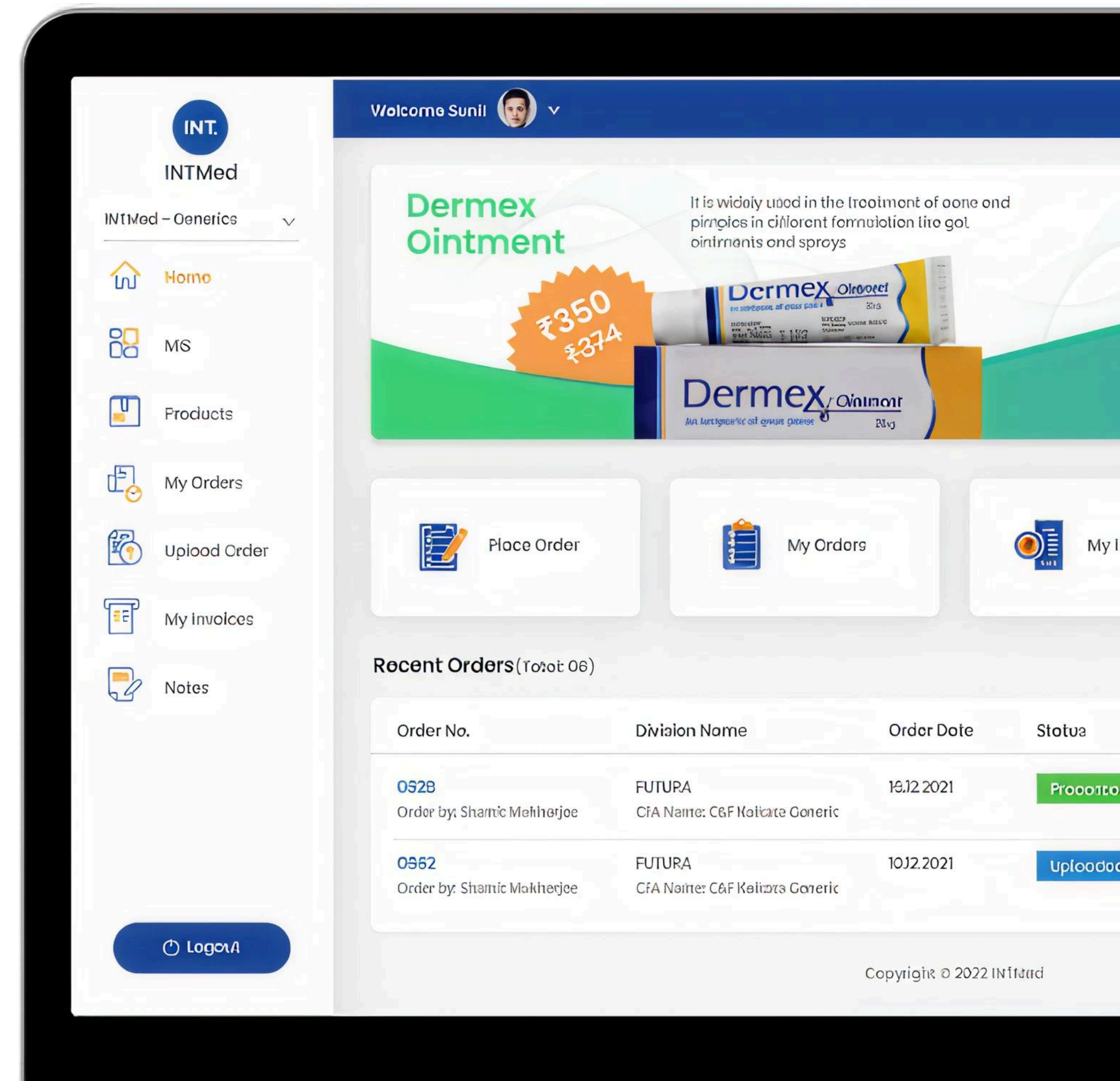
6-Step Applied Process

01

Discovery:
Mapped HCP and distributor journeys across touchpoints

02

Design:
Crafted role-specific UX flows for reps, CFAs, and channel partners

03

Build:
Developed a secure, ERP-integrated platform with dynamic scheme logic

04

Pilot:
Tested with 75+ distributors and key sales zones for feedback

05

Enhance:
Added features like smart cart pricing, PO uploads, and offline mode

06

Scale:
Deployed nationwide with Power BI dashboards and SLA-backed support

24x7

product visibility and digital order access

Distributor satisfaction surged due to real–time information and reduced rep dependency
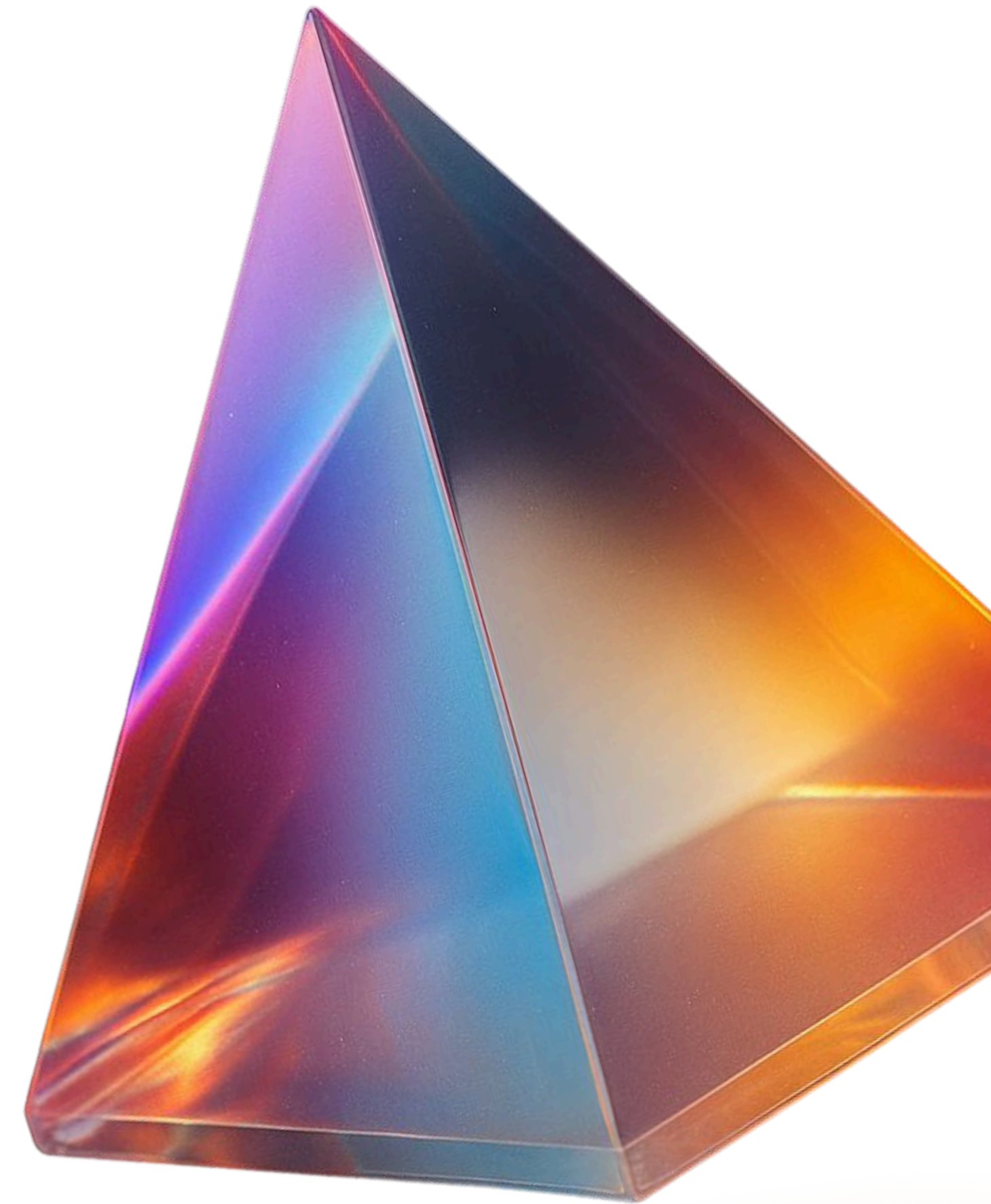
3x

increase in scheme utilization, improving HCP loyalty and pharmacy pull-through

Marketing teams gained visibility into product uptake and campaign ROI across regions

20%

faster order fulfillment through automated workflows and tracking

Sales teams made data-backed decisions using territory-level performance dashboards

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Let's Help You

Delight Your Customers
- The easiest way to achieve growth

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