

Digitalization of Healthcare, Services & Role of Professional Expertise

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Digital Transformation is the process of upgrading or establishing a new way of carrying out business activities, as well as building new or adapting current business trends, culture, and customer experiences, using digital technology to meet changing business and market requirements.



Digital Transformation in simple terms is the process of restructuring or redefining the business in the digital age to match the changing trends.

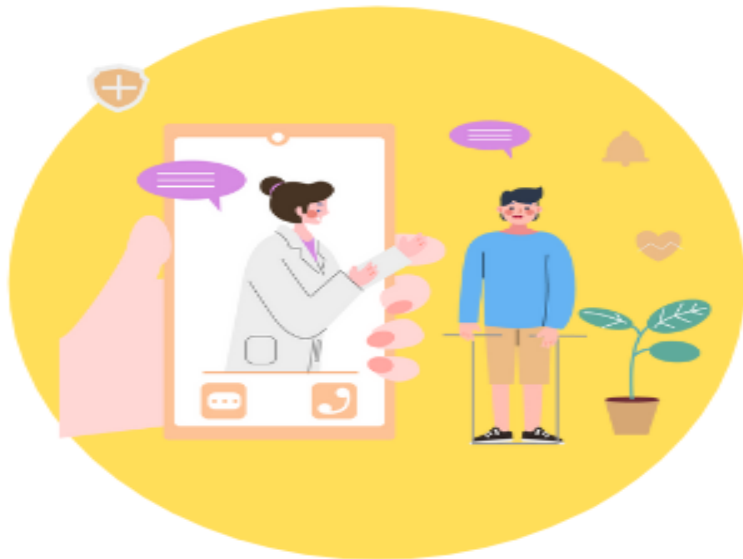


The four primary aspects of digital transformation are process, technology, data, and organizational change.



And Rebuilding operations, rebuilding customer relationships, and rebuilding procedures constitute the three key components of digital transformation.

COMMUNICATION STRATEGY OF PHARMACEUTICAL COMPANY IN DIGITAL ERA



Johnson & Johnson

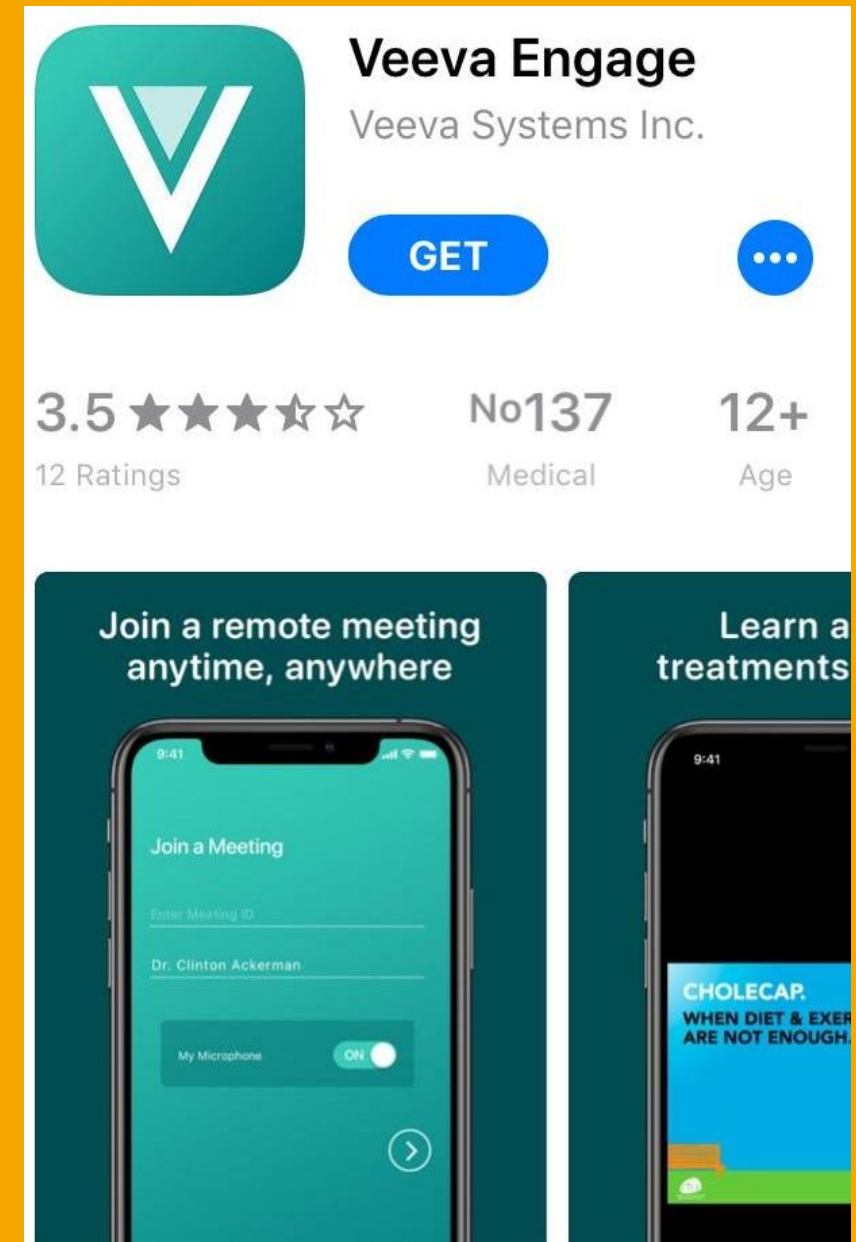
Cipla


glenmark
A new way for a new world

Zydus

The Johnson & Johnson logo is displayed in its signature red script font on a white rectangular background.

- VEEVA APP:
- To communicate with Doctors J&J is using Veeva application.
- We can see engagement of customer through emails.
- 1 to 1 email solution.
- We can conduct interactive presentation.
- Veeva lightning app.



Strategies to reach out to customers.

Conversational AI: Personalize communication with customers.

Language content: use Convenient and Native language to target customers.

Facebook page- Me without migraine.

Apps- RA-RA (Remote Assessment in Rheumatoid Arthritis), One-touch Reveal, J&J official 7 min workout.

Instagram page- J&J global health and J&J.

Certification programs: J&J conduct such programs to generate awareness of disease and their drugs. For certification program they invite international speakers.

Email marketing- This includes; customer-oriented mails, Do's and Don'ts, awareness about medicine and companies' initiatives.

Sales-force engagement



- J&J's sales-force working from home during this pandemic.
- Phone calls to doctors.
- Detailing through app.
- Attend webinar to update and enhance their knowledge.
- Pros and cons of Veeva app.
- Medical representatives were feeling safe. Because they don't have to expose themselves in public places.
- They find it easy to communicate with doctors, as they can reach towards more doctors in less time.
- Time management became so easy, because they are saving their traveling time.
- Average response from doctors, only leads are responding to this app not new doctors.
- Low response gradually decrease success rate (i.e profit is also low).

Cipla

Supply

Demand



DIGITAL
CONSULTING

CRM

PHYZII

CUSTOM
APPS

CLOSE LOOP
MARKETING



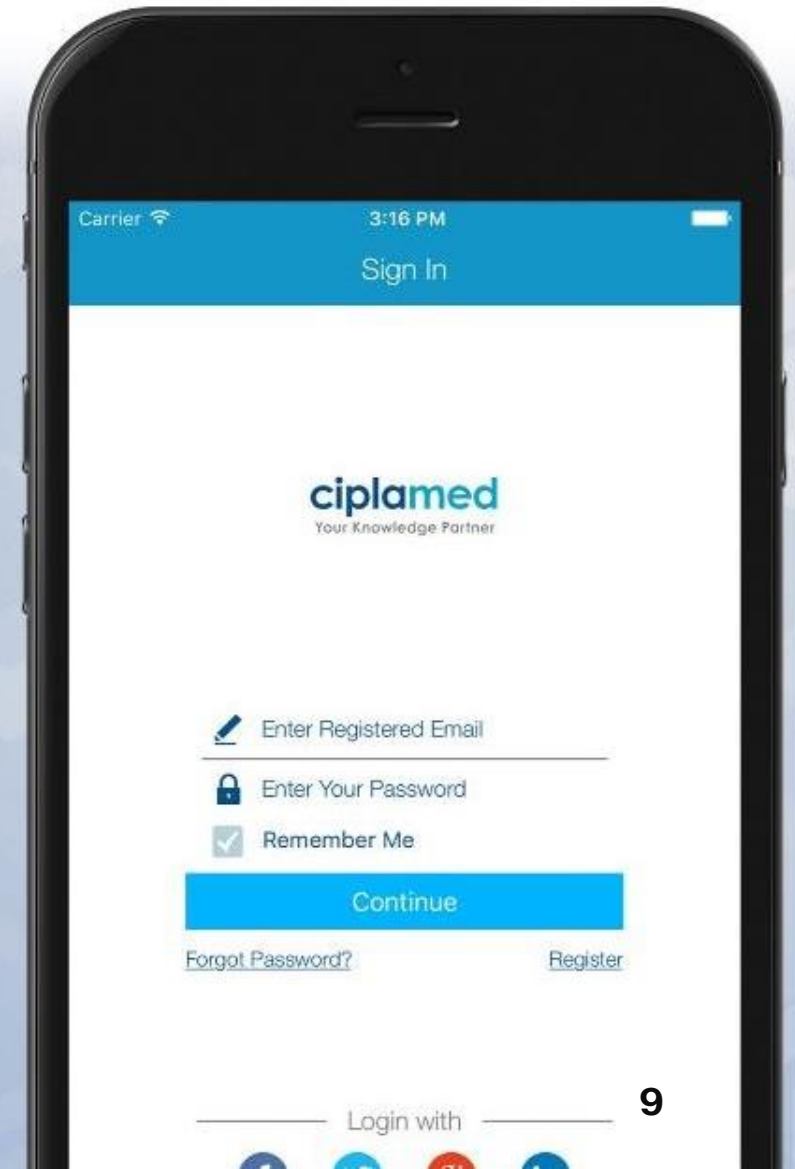
Ciplamed

Ciplamed is a uniquely designed, comprehensive online medical portal for healthcare professionals. Ciplamed provides a range of evidence-based and clinically relevant practice resources across 18 medical specialties.

This includes:

- Webcasts- 200+ video lectures by national & international opinion leaders.
- Slide library- One of its kind resource for academicians to use for their talks and knowledge.
- Product index- Quick and easy access to all product information.
- Medical news- Brings the latest information of medical world.
- Our publications- In-house publications of different topics.
- Conference Highlights.
- Links to key guidelines.
- Respi connect provides access to 400+ practice resources in the field of respiratory

ciplamed
Your Knowledge Partner



Strategies to reach out to customers.

- Fighter by heart- Cipla promotes this activity to doctors then doctor tells about this activity to patients. In this activity company do patient counselling and spread awareness about disease and increase patient compliance.
- YouTube channel- Cipla. #berok zindagi #inhalershainsahi #asthama ke saath.
- Instagram- official_cipla
- Making communities on social media- Cipla using the targeting power of digital media to create small patient communities, focusing on the diseases served by its brands.

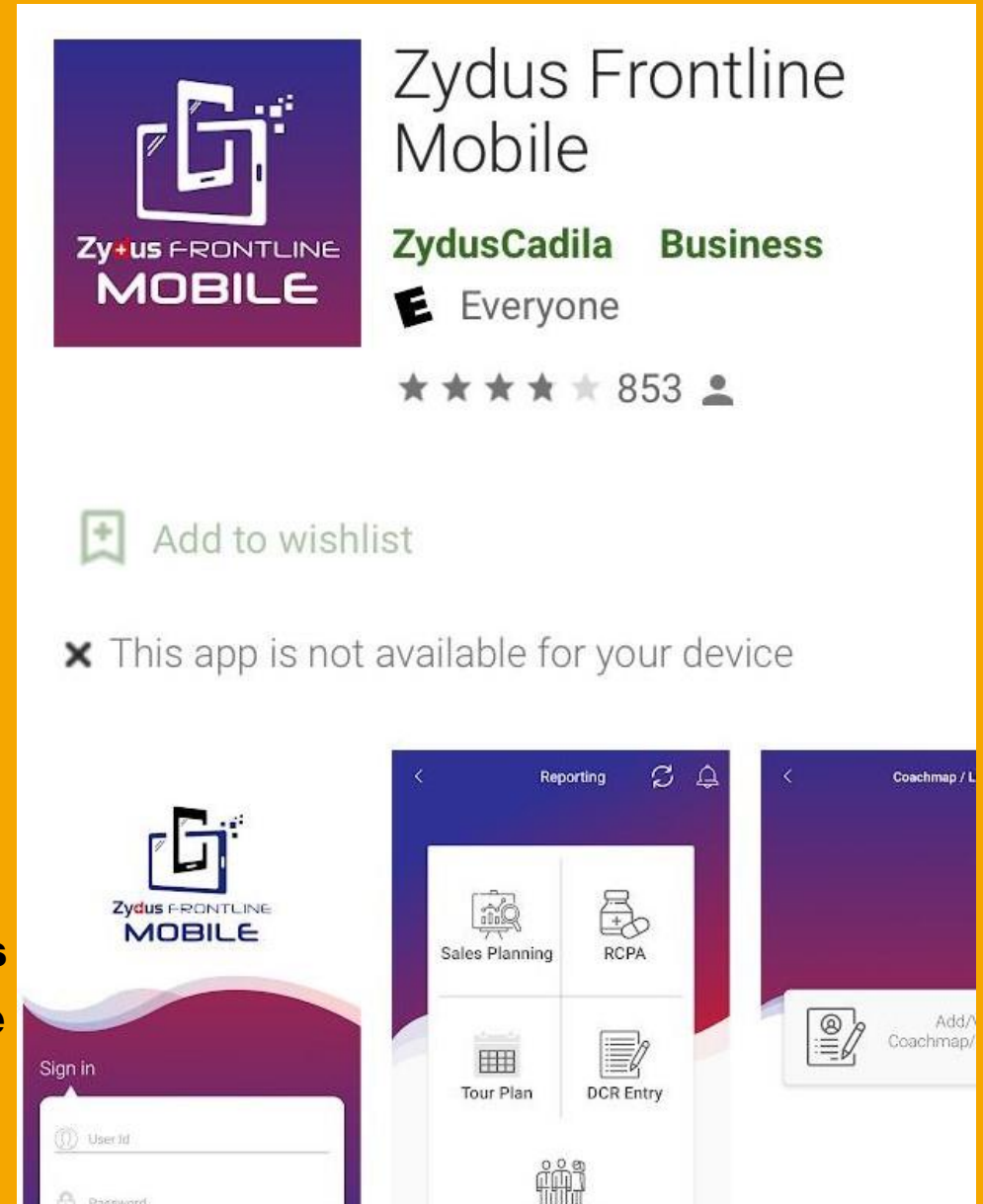


- **Zydus Frontline Mobile is a state-of-the-art CRM application. Designed in a simple and intuitive way, the application helps sales force enhance their productivity and bringing everything they need on their fingertips.**

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Key features of the app:

- **Daily plan: Your companion for the everyday work. Get complete visit information at one click for each Doctor.**
- **Performance: Interactive platform to quickly access your key performance metrics**
- **Reporting: One click access to all your reporting requirements**
- **Community connect: Connect with your team members on the go**
- **Premier League: Check your TPL score wherever you are**



Strategies to reach out to customers.

Tatvacare- TatvaCare is developed for doctors based on feedback from top Therapy experts and practicing doctors across India.

All in one platform which caters to every need of doctors from knowledge to practice, consultations, scheduling, general news/updates, and much more!

Personalized and exclusive access to ever-growing range of 10+ content categories, 1000+ journals, 3000+ ebooks, across specialties curated by Therapy Experts.

Creating your own brand's virtual clinic to connect with patients through your own exclusive link. Your patients can consult only you.

Next-generation practice management for consulting walk-in as well as distant patients with AI-enabled processes to sort patients and enhance efficiency & outcomes, access & storage of patient's health records (EMR) and much more.

Full security and ownership of data, strict privacy policy, and complete compliance with laws and regulations.

Web site- Zydus wellness.

Instagram- Individual product page to promote product.

Kinect Plus:

- The application can be accessed and used by both the patient and the doctors. The app integrates patient management, appointment scheduling, flow charts and therapy related information for the doctors.
- For the patients apart from the information, it also provides tools and functions that would help the users to connect with their doctor conveniently. Apart from providing valuable information Kinect Plus has a host of features that will help you manage your health better, and also help you connect easily to your doctor.

This app includes:

- Calculator
- Medicine reminders
- Activity reminders
- Appointment booking with your doctor
- Report upload and sharing with your doctor.

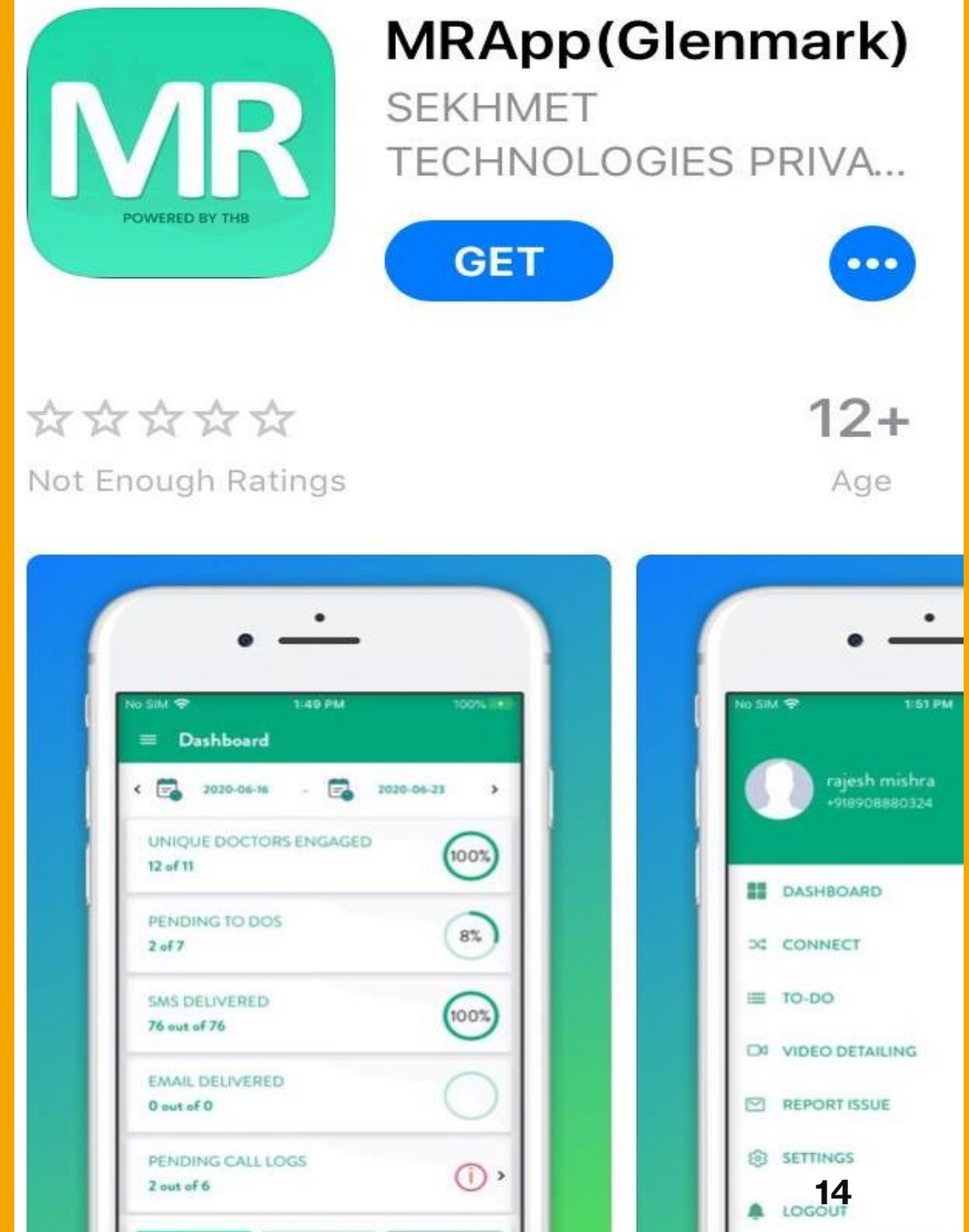




- **MRApp (Glenmark):**

MRApp(Thb) is an Enterprise CRM tool- an Omni-channel remote detailing app that empowers the field force to manage tele-calling, video calling, texting, and emailing their leads/customers. This CRM application helps the users with a streamlined flow for initiating tele-calls to their leads and for pushing the promotional content to the customers through a smart interface. The application also helps the sales teams to conduct product detailing and provides an option to log sales calls and review stats of the various communications.

- 1:1 mailer- This include National comprehensive cancer network (NCCN) guidelines, templates, and phase 3 study. With one touch company person can send mail to all doctors.





Human Biologicals Institute

(A Division of Indian Immunologicals Limited)

Digital initiatives taken by HBI:

- Social media platform for reaching out to end consumers and creating awareness : initiatives : "fearless against rabies.com" for rabies awareness and "puberty2menopause.com" for women's health with respective Facebook, insta pages. Conducting regular live interviews, awareness posts, etc..
- Precision targeting and remarketing to doctors : "Doceree"
- Creating awareness about rabies and management through infocentres in "docplexus"
- Advertisements in "HiDoc"
- Regular webinars for doctors with gynecological societies, webinars for chemists
- "Saneforce"CLM for sales force effectiveness
- Regular whatsapp and email communication to Targeted customers
- Providing teleconsultation subscriptions to selected doctors
- Presence of one of our OTC brand, Vivafit is in Amazon and also active social media pages.
- Google ads placement for OTC brand and promotion of other therapy areas.

Suggestions to improve in Digital Marketing.

HBI should develop app- Main purpose of that app is to fill communication gap between doctor and patient.

Mapping system- Can add mapping system in this app for better time management of medical reps, so, Medical rep can visit all doctors in minimum time with high productivity.

Advertisement of our own company.

Value driven content creation.

Augmented and virtual reality campaigns.

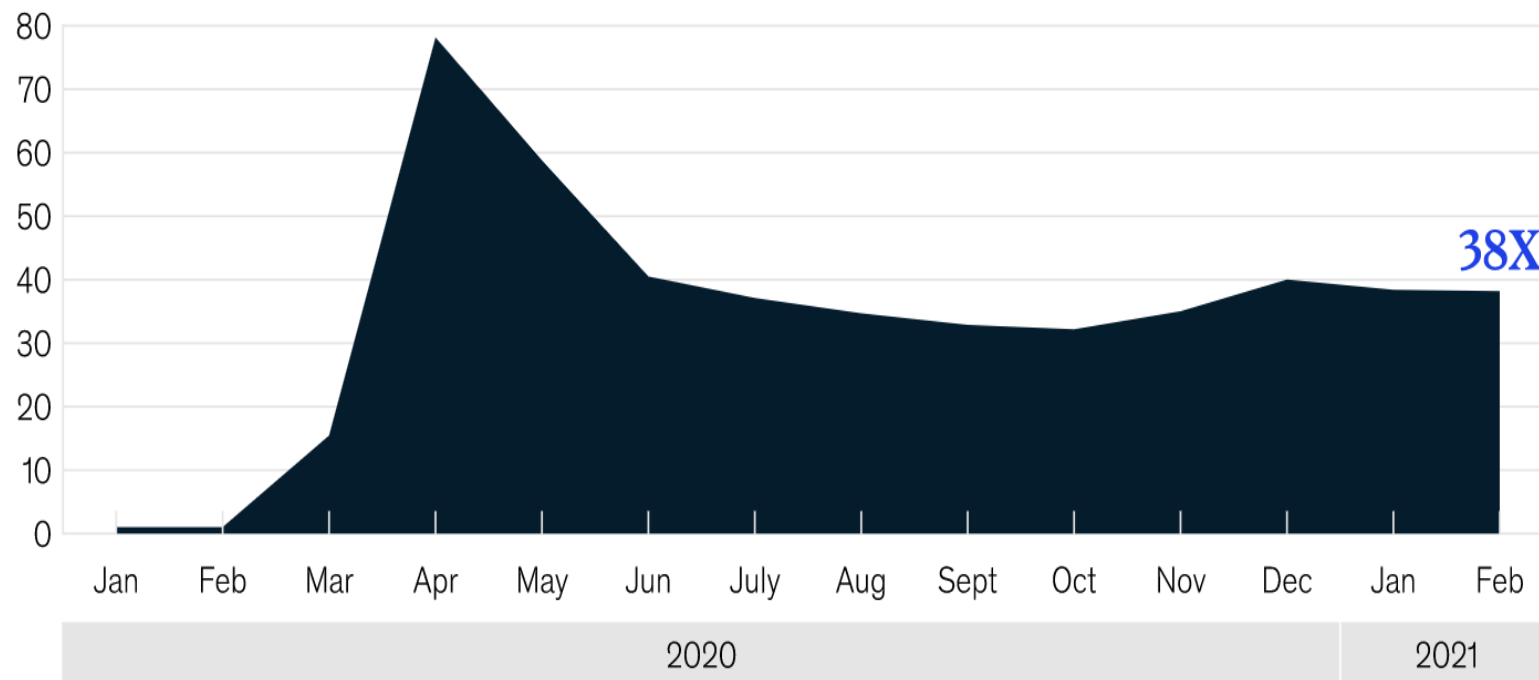
AI based messaging app.

Area wise sale campaigns.

Influencer for marketing campaigns.

TELEMEDICINE

- During the tragedy of the pandemic, telehealth offered a bridge to care, and now offers a chance to reinvent virtual and hybrid virtual/in-person care models, with a goal of improved healthcare access, outcomes, and affordability.



¹ Includes cardiology, dental/oral, dermatology, endocrinology, ENT medicine, gastroenterology, general medicine, general surgery, gynecology, hematology, infectious diseases, neonatal, nephrology, neurological medicine, neurosurgery, oncology, ophthalmology, orthopedic surgery, poisoning/drug tox./comp. of TX,

Teleconsultation

From doctor's point of view:

- Time management has become easy.
- Easy to use.
- Safe during this pandemic situation.
- Patient examination issue.

From patient's point of view

- Easily access to super specialty doctors.
- Save travelling time and travel trouble for geriatric patients.
- Some people are not satisfied with this.





THANK YOU