

ADvantage Experience engagement and enablement solution for **life-sciences** businesses



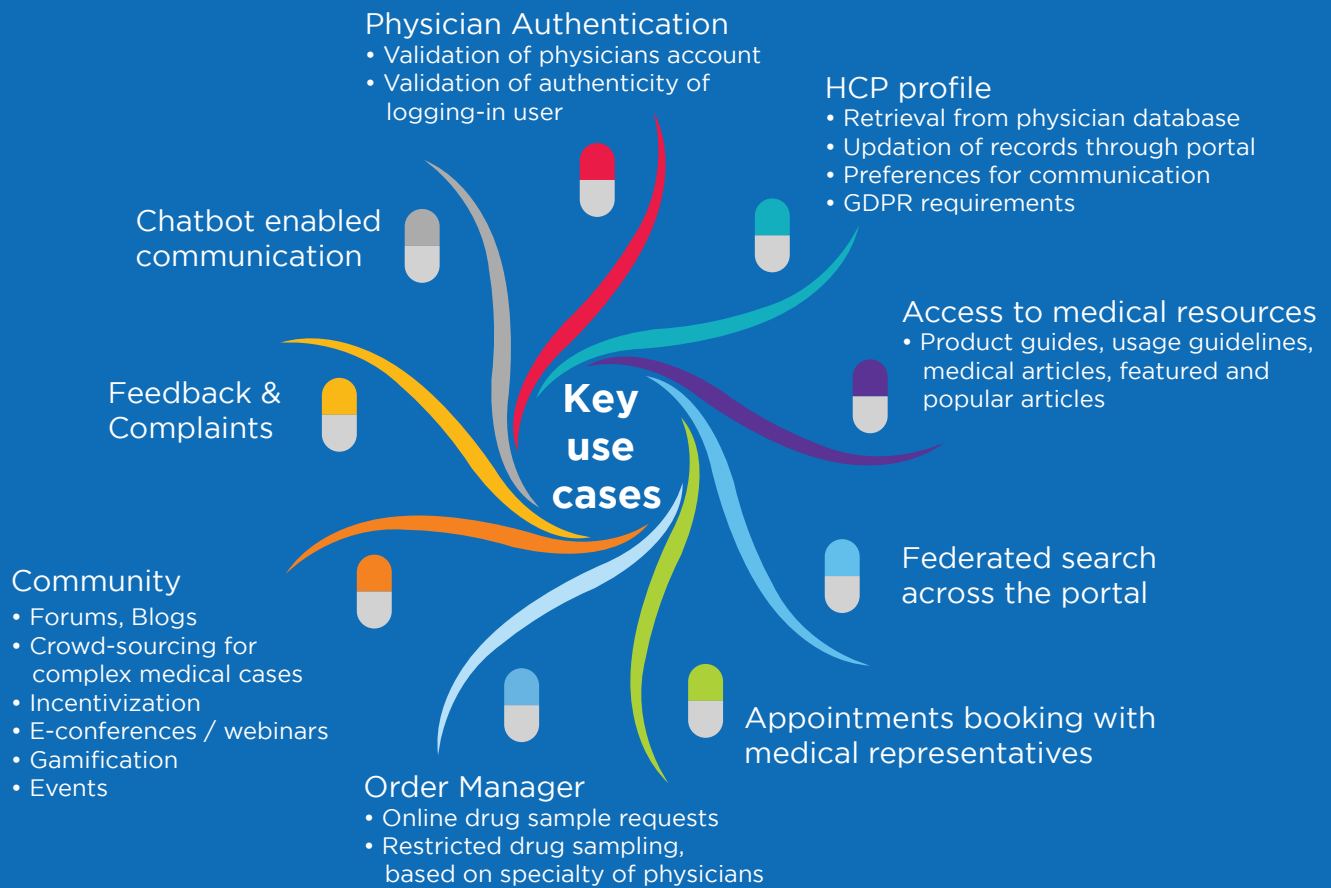
The solution enables life-sciences businesses to engage with healthcare professionals through a personalized platform enabling product awareness and marketing initiatives.

Business case

- Engagement platform for healthcare professionals hosted by life sciences business
- Ability to engage with to enable business development of life sciences organizations
- Marketing and engagement solution

Target Audience

- Drug manufacturing/ pharmaceutical companies
- Medical device manufacturers
- Diagnostic centers



Standards and compliances

FHIR compliance

GDPR compliance

Challenges addressed

HCP's prefer exclusive networking forums and very few such forums are available

Pharma companies' marketing language does not convey intended messaging

No avenue exists for HCP's to share concerns about new/complex medical scenarios and treatment outcomes

Business benefits

Secure collaboration among peer groups increases pharma- physician association

Ability to provide personalized experience to medical practitioners

Smoother product launches

Sharing of best practices

Increased visibility of drugs or medical devices

Higher levels of brand association



ADvantage Experience engagement and enablement solution for **healthcare businesses**



Providing healthcare service providers with a platform to connect with patients effectively through a reliable, consistent and experience based solution. It enables the service provider to host a portal to be used by patients and healthcare professionals. Hyper-personalization, content managed brand site, analytics driven targeted marketing are some of the key capabilities that users will experience, in addition to digitization of back-end processes and integration with hospital management systems whilst offering collaboration capabilities to users.

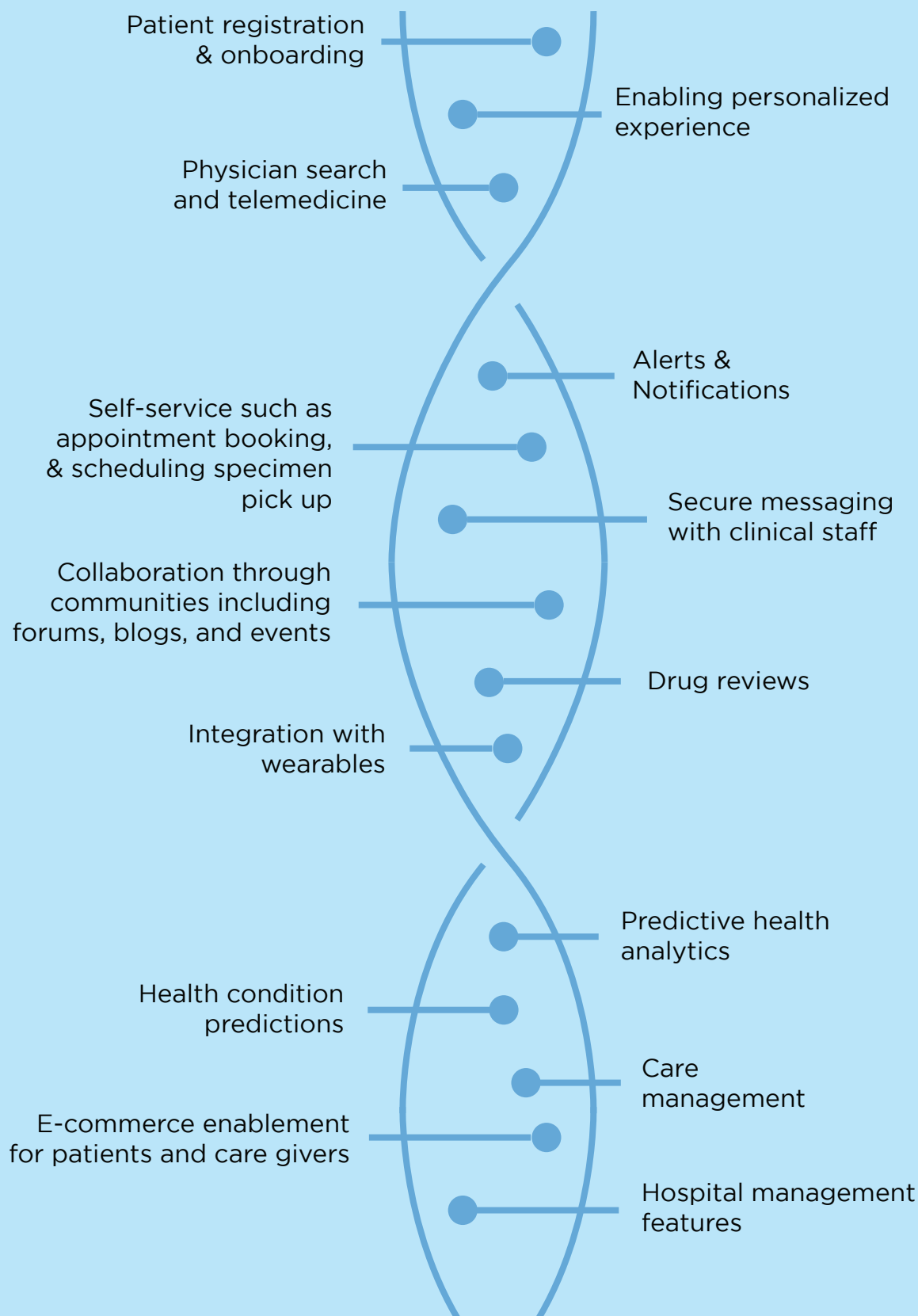
Business case

- Regulatory mandates for healthcare service providers
- Boosting patient loyalty
- Data-driven marketing campaigns and analytics
- Improving productivity of healthcare staff

Target Audience

- Healthcare service providers
- Healthcare marketers

Key use cases



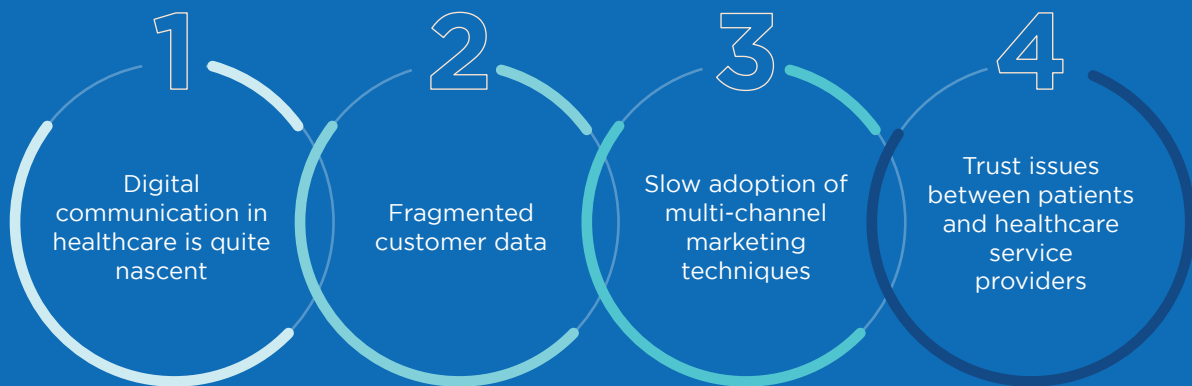
Standards and compliances

FHIR
compliance

GDPR
compliance

HIPAA
compliance

Challenges addressed



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