



## Social media services for life sciences and healthcare


Build stronger consumer relationships  
and protect your brand


Pharmaceutical companies and consumer health organizations are mindful of the heightened importance of consumer experience in life sciences and healthcare industry. Connecting with consumers and healthcare providers across every touchpoint in their roadmap is one of the key imperatives for any service provider. Consumers, patients, and healthcare professionals use social media daily to seek authoritative information about disease states and therapies, and to get support in their own journeys.


Since 2008, HCL Technologies company has been providing social media services across 120+ languages. We have the experience of managing over 700 brands and over 15,000 social media properties, as well as ratings and reviews.

# Key offerings


Through our experts located around the world, we are able to deliver uniform white glove care across digital channels to the consumers. Our services include community management, content creation and publishing; consumer, patient, and healthcare provider (HCP) engagement and education; broad social media monitoring, adverse event and product quality complaint identification and reporting; campaign support; and insights and analytics.


 **Community management:** monitor, grow and sustain communities on your brand pages

 **Content Creation and Publishing:** create, publish, and promote content to support brand initiatives across social channels, including boosting of sponsored content and advertising support.

 **Patient and HCP engagement and education:** engage directly with patients

and HCPs to provide disease specific education and interactions

 **Social Adverse Event Monitoring:** track, triage and report potential adverse events, product complaints and off-label posts

 **Analysis & Insights:** facts based insights about brand health, trends and competition leveraging HCL Technologies' proprietary analytics tools

# Advantages

**1** Launching compliant, best-in-class social media initiatives since 2008

**2** 24/7 support in more than 120 languages across various digital channels

**3** Trained & dedicated social media experts specializing in end-to-end social media solutions

**4** Social analytics with HCL Technologies' proprietary tool

**5** Leveraging analytics modules for adverse event (AE) detection, predictive

analysis, structuring unstructured data, and monitoring efficiencies



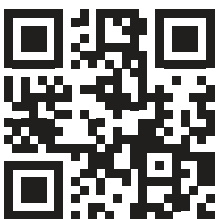
For any query please write to [cs\\_marketing@hcl.com](mailto:cs_marketing@hcl.com)

**HCL**

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. Through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on June 30, 2022, HCL has a consolidated revenue of US\$ 11.79 billion and its 210,966 ideapreneurs operate out of 52 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)



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