

ADvantage Experience

Engagement & Enablement Solution for Lifesciences 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 “Influencers” to enable business development of life sciences organizations**
- **Marketing and engagement solution**

TARGET AUDIENCE

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



KEY USE CASES

▶ **Physician Authentication**

Validation of Physicians account

Validation of authenticity of logging-in user

▶ **HCP profile**

Retrieval from physician database

Updation of records through portal

Preferences for communication

GDPR requirements

▶ **Access to Medical Resources**

Product guides, usage guidelines, medical articles, featured and popular articles

▶ **Federated search across the portal**

▶ **Appointments booking with Medical representatives**

▶ **Order Manager**

Online Drug sample requests

Restricted drug sampling, based on specialty of Physicians

▶ **Community**

Forums, Blogs

Crowd-sourcing for complex medical cases

Incentivization

E-conferences/ webinars

Gamification

Events

▶ **Feedback & Complaints**

▶ **Chatbot enabled communication**



STANDARDS & COMPLIANCES

FHIR
compliance

GDPR
compliance

CHALLENGES ADDRESSED

- ▶ HCP's prefer exclusive networking forums and not many such forums are available
- ▶ Pharma companies' marketing language do 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 & 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.

**Digital &
Analytics**
by HCL Technologies

BUSINESS CASE:

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

TARGET AUDIENCE

- **Healthcare Service Providers**
- **Healthcare Marketers**



KEY USE CASES

- Patient registration & onboarding
- Enabling personalized experience
- Physician Search and Telemedicine
- Alerts & Notifications
- Self-service such as appointment booking, & scheduling specimen pick up
- Secure messaging with clinical staff
- Collaboration through communities including forums, blogs, and events
- Drug reviews
- Integration with wearables
- Predictive health analytics
- Health condition predictions
- Care management
- E-commerce enablement for patients and care givers
- Hospital management features

STANDARDS & COMPLIANCES

FHIR compliance

GDPR compliance

HIPAA compliance

CHALLENGES ADDRESSED:

1

Digital Communication in Healthcare is quite nascent

2

Fragmented customer data

3

Slow adoption of multi-channel marketing techniques

4

Trust issues between patients and healthcare service providers



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