

CASE STUDY- DOCTOR PATIENT ENGAGEMENT

PATIENT SUPPORT PROGRAM



Campaign Goal

- Track Doctors being prescribed the brand across India
- Measure prescription generated by Doctor
- Map Patients with Doctors
- Measure Geography contribution
- Patient Education regarding Drug reminder
- Duration : 12 Months

Solution

- Coupon Based Program
- Technology : Miss call, Toll Free, Auto SMS, Web
- Tracking availability on real time
- Map Patients & Doctors across India
- Ensure Treatment continuation by sending sample based on patient initial purchases

Key Benefits

- Increase patient engagement
- Real-time dashboard on patient enrolment
- Patient Boot camp across different cities in India
- Measure High contributing Doctors
- Increase Sales

Reach us to engage at info@medgini.com or **+91-8008155004**

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