

CASE STUDY- PATIENT SUPPORT PROGRAM

PATIENT SUPPORT PROGRAM



Campaign Goal

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

Key Benefits

- Increase patient engagement
- Realtime dashboard on patient enrolment
- Measure High contributing Doctors
- Increase Sales

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

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

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