

Case Study

Chemist Education Services





Overview

Medgini launched a targeted Chemist Education Program to boost product understanding and brand recall among chemists in Tier 2 & 3 cities.



The goal was to drive engagement, support compliance, and enable informed product advocacy—especially during seasonal peaks like dengue.

#1. Business Requirements

Negotiation starts before the negotiation meeting starts. You have to prepare well in advance about:

- Improve brand presence at the retail level
- Engage underpenetrated regions effectively
- Educate chemists on products and therapies
- Ensure compliance with regulatory and GST updates
- Educate chemist on key areas of business including regulatory compliance, cash management, inventory, etc.,

#2. The Solution

Program Type: Chemist Education & Awareness Program

Tools Used: WhatsApp, SMS, micro-videos, flyers, and media-rich messaging

Topics Covered:

- GST filing & regulatory updates.
- Product features & differentiation.
- Therapy insights & seasonal health tips.
- Basic patient counselling & in-store training.

Execution Strategy:

- Regional language customization.
- Short, localized content with visuals.
- Interactive and mobile-friendly formats.

#3. The Impact

- Greater visibility at retail counters.
- Deeper engagement in Tier 2/3 cities.
- 3X higher open rates with snackable content.
- Improved product recall (survey-based feedback)
- 40% surge in chemist queries for promoted products

#4. Future Requirements & Roadmap

What Worked:

- Multi-channel delivery
- Micro-content formats
- Regional personalization

Next Steps:

- Enable gamified learning modules
- Add content for vernacular engagement
- Integrate chemist feedback loop for ongoing refinement