



## Case Study

# DOCTOR PATIENT ENAGAEMENT

## Campaign Goal

- Track Doctors being prescribed the brand across india.
- Measure prescription generated by doctor.
- Map patients with doctors.
- Measure Geography contribution.
- Patients Education regarding Drug reminder.
- Duration : 2-3 Months.

## 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.

## Solutions

- 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 on patient initial purchases.