



Case Study

PATIENT SUPPORT PROGRAM

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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.
- Real-time dashboard on patient enrolment.
- 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.