

CASE STUDY



PATIENT SUPPORT PROGRAM

CAMPAIGN GOAL

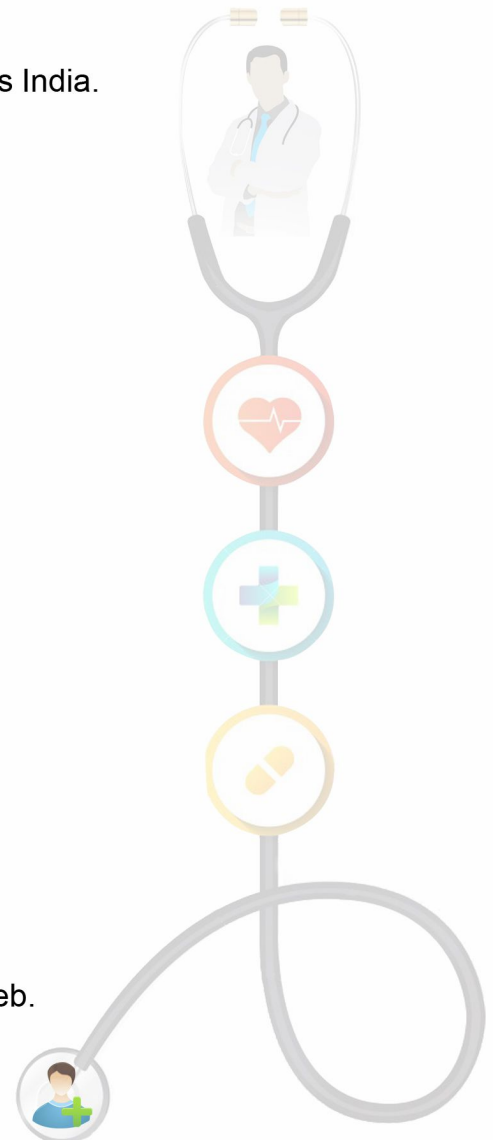
- Track Patient being prescribed the brand across India.
- Measure prescription generated by Doctor.
- Map Patients with Doctors.
- Measure Geography contribution.
- **Duration : 12 Months.**

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.



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