

## Marketing and Analytics Services for leading the competitive advantage

Parita Dholakia | Modern Pharmaceuticals

### Marketing and analytics

## Services for leading the competitive advantage

Pharma companies worldwide are facing persistent pressure on bottom lines and see the need to work with service providers who have the ability to partner with them in the transformation they are going through. A suite of scientific services with an aim to achieve maximum benefits throughout the product life cycle are offered by various experts today, and Indegene Lifesystems Pvt Ltd is one such solution provider.

#### Parita Dholakia

**S**trong convictions precede great actions. While it is essential for the life sciences industry to discover, develop and design novel drugs and delivery systems, in this cut-throat competitive world it is also essential to maintain and balance the cost of these activities. Software solutions provided by Information Technology (IT) helps these organisations to optimise their entire stage of drug development and help them maintain a competitive advantage. Backing from a solution and services provider ensures that the great action the company in concern is contemplating is a planned and well guarded move. Indegene is one such scientific partner that helps a company through the entire product cycle to enhance commercialisation and marketing success. Explaining the services provided by Indegene, Manish Gupta, Chief Executive Officer, says, "Indegene is a scientific partner to global pharmaceutical and life sciences companies. We deliver a spectrum of medical, marketing and analytics

services and a range of proprietary platforms for marketing and analytics. Through the depth of our scientific expertise, scale of our operations, offshore delivery model and global footprint, we deliver value to global pharma companies across multiple dimensions." Thus, when a life sciences company needs to develop and market its product with the maximum returns, it can rely on scientific expertise provided by such experts.

#### Helping hand

While small organisations are in need to acquire the correct software tools as their business grows, large organisations are looking to better define and control their discovery, design and development processes. There is a growing regulatory and business requirement to integrate early stage processes with the wider business in order to avoid being cliché and ensure patient safety, but at the same time value the innovative thinking that leads to the development of real 'blockbuster' products.

In all cases, there is an increasing business need to provide better

budgeting, cost control and project management and to collaborate with other stakeholders within the organisation as well as external collaboration partners. Avers Gupta, "During the development stage (phase II and III), we work with pharma companies in areas like clinical development programme benchmarking, forecasting, publication planning and medical writing, developing 3D Mechanism of Action (MOAs) animations, running live and virtual advisory board meetings, etc." This highlights the fact that almost all stages of drug development can be refined and polished so as to achieve maximum benefits. And this does not stop at the development stage. These scientific insights are also offered post development. As Gupta informs, "At closer to launch or launch and maturity stages we work with companies on sales training, medical education, patient compliance programmes, teledetailing and digital programmes, sales force effectiveness and data analytics. The nature of services provided and the design of programs change depending on the stage in the lifecycle and the therapy area."

A company may utilise the available solutions or may customise a tool as per their requirements. The solutions currently offered by Indegene include:

- *Phynyx*: A multichannel solution for e-marketing and doctor engagement
- *Optimax*: A versatile patient support and compliance platform



**Manish Gupta**  
Chief Executive Officer, Indegene Lifesystems Pvt Ltd

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- **Medengage:** A proprietary virtual platform for management of advisory boards and KOL engagement
- **Trialpedia:** A sophisticated clinical trial analytics and benchmarking platform

### Need of the hour

Scientific insights in this sector helps people support their strategic decision making. Commercialisation, medical education and marketing services – these cover almost the entire spectrum of services required by a pharma company. Add to it, the reliability and the amazing figures on paper. The advantage of working with such solution providers lie in the commitment they reflect to treat someone's business their own, and tackle it their own way. Says Gupta, "We work closely with global pharmaceutical companies enabling them to implement new commercial models in areas like patient value services and alternate sales channels. Here we bring together our proprietary platforms, interactive and engaging content development capabilities, and specialised contact centre infrastructure to enable our clients implement new commercial models."

### Global scenario

While there are multiple service providers in the US as well as Europe, there are hardly any credible service providers in emerging markets. In developed markets one of the most important concerns is cost reduction. At such junctures, one needs solutions that can cover the entire gamut and provide a distinct advantage. Cross functional teams across multiple geographies need to work together to produce extremely high-quality programmes in the most cost-effective way. The other important priority for all markets is new commercial models. And Gupta says Indegene provides all this. "We not only have in-depth expertise and knowhow but also proprietary products that can be leveraged by

### How Indegene helps a pharma client?

*Phynyx* is a multichannel sales and marketing platform with a physician-centric approach to deliver personalised clinically relevant medical education and brand communication programs.

Physicians can log on to the web-based interface to access interactive medical content available in multiple formats or use on-demand live video/tele-chat services, as per their convenience and preference. *Phynyx* offers proprietary collaboration methodologies for peer-to-peer and peer-to-Key Opinion Leaders (KOL) engagements. Data collected from across these channels is seamlessly aggregated into a central database for analysis and predictive modeling to improve future interactions.

Indegene conceptualised, designed and deployed the Virtual Oncology Center in the US for a top 5 pharmaceutical company bringing together over 2000 oncologists, 4000 physicians and 7000 nurses and care staff within the first 12 months. The scope covered deploying the technology platform, creating and repurposing content (case studies, slide decks, MOAs, patient-and-physician videos, editorial and publication of content, etc), engaging KOLs, conducting and repurposing webcasts and the like. This was achieved at 40 per cent lower costs as compared with traditional models. This platform enabled the company to build significant equity with oncologists and gain share of voice.

pharma companies. These proprietary platforms have been built by making investments over a two-year period and encapsulate significant understanding of medicine, and physician and patient behaviours." Such platforms would indeed act as a significant advantage and provide value to any company.

### Trends for outsourcing

With the focus on cost reduction, variable cost structures and leaner organisations outsourcing will continue to increase. Pharma companies worldwide are facing persistent pressure on bottom lines and see the need to work with service providers who have the ability to partner with them in the transformation they are going through. This will lead to more best-in-breed outsourcing and much more due diligence and research on the part of pharma companies while choosing their service providers. Avers Gupta, "Consolidation of spend to drive economies of scale and cost benefits is also something we see happening more." Such providers are set to see a bright future. He continues, "Service providers with significant capabilities and processes to scale will see a bright future. This will require

service providers to make investments in building capabilities and systems, processes, as well as infrastructure to scale."

### Healthy growth

The growing business of pharma companies needs a fresh and new outlook. These solution providers assist them by developing new business models, plans and strategies to accelerate their business and growth. With similar plans for the future, Indegene believes much more can be achieved. Says Gupta, "We continue to focus on the life sciences industry and are excited about the value we can create for the industry through driving productivity in the areas of commercialisation and marketing, partnering for new commercial models especially around patient value services and alternate sales channels and helping companies expand in emerging markets." Thus, by leveraging their expertise of the pharma market, alongwith their valuable technology and multimedia capabilities, get prepared to evolve transformational solutions that serve to address some of the most critical challenges the industry may face. **MPH**

(parita.dholakia@infomedu18.in)