



Revolutionize Pharma Marketing with TechM's Digital Solutions

Abstract

Digitalization in life sciences refer to the integration of digital technologies, such as content creation technologies, content production and review tools, and sales performance analytics services. This helps improve the overall efficiency and effectiveness of operations - allowing for more accurate and comprehensive communication, a better understanding of the product, increased patient satisfaction and Delight.

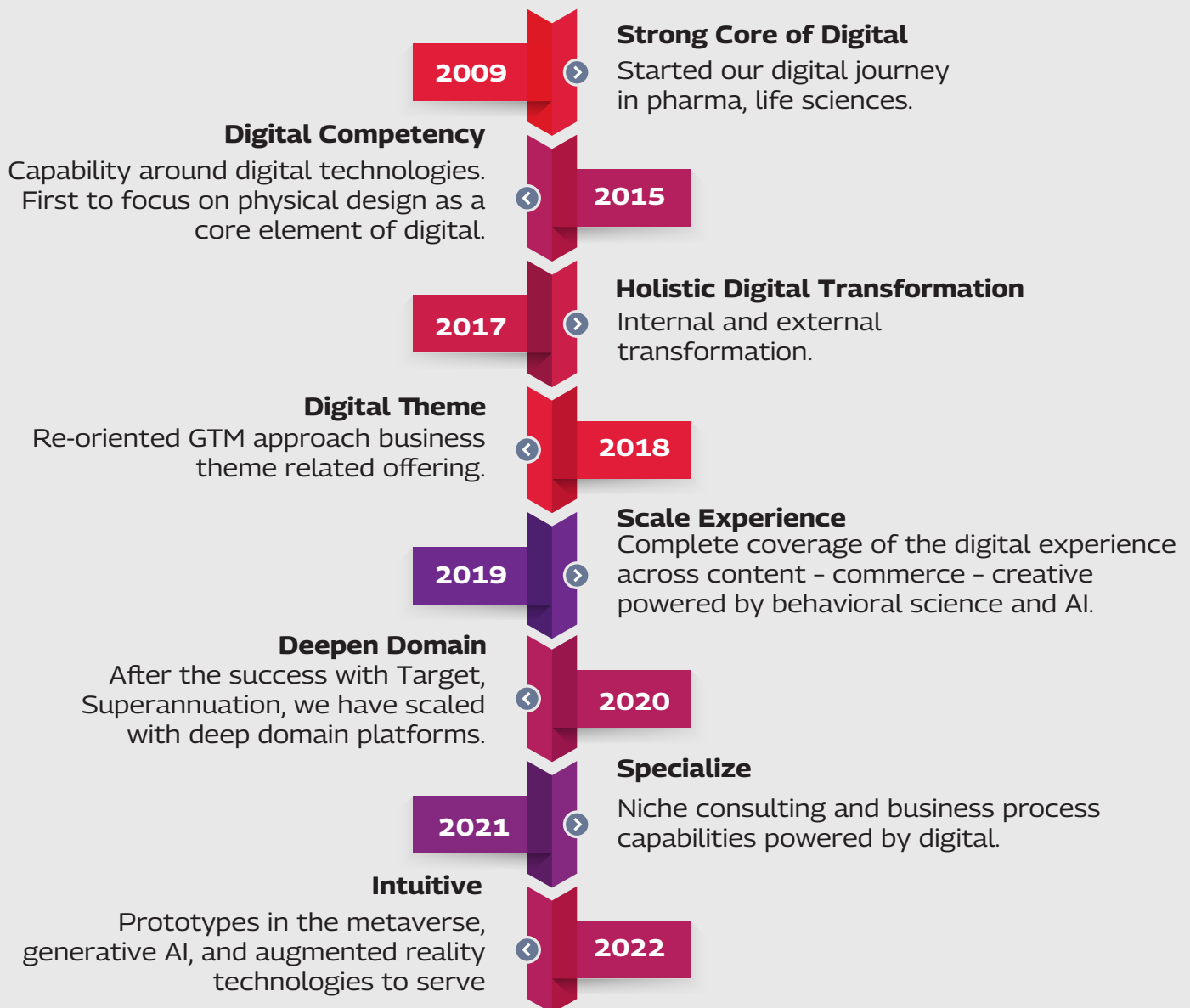
At Tech Mahindra, we understand that customer experience (CX) is the absolute priority for almost all of pharma's commercial departments. Our vision is to build customer-centric solutions with the aim to make commercial departments profitable. We at TechM BPS for life sciences strongly believe that our data and content-driven solutions will bring inspiration and innovation to every client engagement.

Introduction

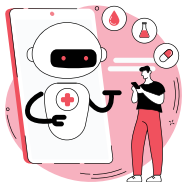
To serve healthcare professionals (HCPs) and patients better, TechM has been helping the life sciences industry with solutions for improved medical communication, engagement, and analytics. Our offerings have brought significant improvement in our clients' sales and marketing engagements. This is achieved with the help of our Industry exposure and contracts of almost 20 years.

We help life sciences organizations save time and resources, allowing them to focus on delivering high-quality communication to HCPs and care to patients. Tech Mahindra has the expertise and Analytics solutions that help Life-Sciences organizations improve their operations, reduce costs, and streamline day-to-day functions.

A view of our capability-built byte-by-byte



We have observed a few common challenges that are faced by the life sciences industry when it comes to:



Leveraging analytics and automation to drive actionable insights



Real-world data integration with existing infrastructure



Innovation in patient retention and engagement

Our Solution

We offer solutions across customer experience, channels and technology, content operations, data analytics, decision-making, and content strategy to the healthcare industry. We specialize in helping organizations in life science improve their customer engagement and experience and expedite their overall operations and decision-making processes.

We do this by leveraging the latest technologies and data analytics tools to gain insights into customer behaviour, preferences, and needs. Our services are inclusive of all digital marketing and production services. Our content management technology provides a wide range of content and communication solutions to help healthcare organizations effectively engage with their customers and patients. The high-performance integrated team across the life sciences ecosystem delivers exponential results.

Delivering exponential results for Pharma



Customer Experience

- Data Driven UX and Design Mapping
- Designing Interventions, Personas, and Segmentation
- Experience Definition - Customer Journeys
- Personalized Content Creation and Enablement



Channels and Technology

- Omnichannel Mapping
- Campaign Management
- Technology / Platform Evaluation and Support
- Integration with ERP / OMS / CRM Systems
- AI / ML Enabled Systems Driving Transformation



Content Operations

- Medical Writing, Editorial and MLR services
- Creative and Digital Production
- Digital and Social Media Marketing
- Automation Tools
- E-Commerce



Content Strategy

- Experience Innovation
- Behavior Change
- Design Thinking and Transformation
- Content Planning



Data Analytics and Decision Making

- Order Intelligence
- Market Mix Optimization
- KOL Identification and Mapping
- Early Warning System for Market Share Perf.
- Disease Prevalence - Focused Brand Promotion

Our Technology Platforms

Content-as-a-Service

Content Experience Platform produces the enterprise content as an interconnected customer experience, rather than a set of isolated assets or fragments. It provides a streamlined content experience and publishing workflows, emphasizing omnichannel content delivery.

Field Representative & HCP Engagement

From CRM and CLM to provide real-world insights of the market and HCP behaviour. TechM has positioned a technology to cater E2E field services and HCP requirements for Pharmaceuticals.

Artwork Management System

Digital enterprise and configurable system which delivers real global advantage and best-in-class compliance and Artwork Content workflow management solutions.

Benefits

Business and Operational Benefits:



AI in email marketing – for Automated Campaigns



Web portal simplified briefing – for improvised HCP experience.



Veeva analytics – for actionable insights on Real World Evidence



eDA & Video automation – to reduce soft creative efforts.



Hyper personalized Newsletter and Website – for increased open rates and consumption

The NXT.NOW™ Advantage

At Tech Mahindra, we strongly believe we can be a strategic, long-term partner of choice to businesses focused on life-sciences. We are very motivated to not just partner but contribute significantly to our client's growth, evolution, and competitive advantage.

A few of our key differentiators and propositions are:

- TechM XDS puts TechM in a unique position to cater to the global needs of the life sciences sales and marketing services space. These companies enable depth in specific areas drawing comparison to specialized digital agencies, whereas parent TechM acts as a technology enabler with the worldwide scale of implementation positioning as well as an end-to-end service provider.
- Setting up a digital CoE dedicated to sales and marketing ops. Digital CoE primarily focuses on setting up thought leadership in the space of CX, marketing automation, tech, cloud, and analytics.
- Thought leaders are hand-picked with nice and rich experience in Pharma/Lifesciences and marketing operations space.
- Key Emerging Investment Areas are Metaverse, Digital Patient Hub and Generative AI.

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