

Simplify **customer engagement** with the HCLTech and Adobe-enabled platform



Creating a personalized and smart solution
for Life Sciences and Healthcare

Introduction

Engagement and enablement solutions for life sciences businesses

The solution enables life science companies to engage with healthcare professionals through a personalized platform enabling product awareness and data-driven marketing initiatives.

Business case

- To create an engagement platform for healthcare professionals hosted by Life Sciences business
- Ability to engage with "Influencers" to enable business development of life sciences organizations
- Data-driven marketing and engagement solution



Target audience

- Drug manufacturing/pharmaceutical companies
- Medical device manufacturers
- Diagnostic centers



Key use cases



Physician authentication

Validation of physicians account

Validation of authenticity of a logging-in user



HCPs (Health Care Professionals) profile

Retrieval from physician database

Updating records through a portal

Preferences for communication

GDPR requirements



Access to medical resources

Medical device and other product guides, medical device usage guidelines, medical articles, featured and popular articles



Federated search across the portal



Appointment booking with medical representatives



Order manager

Online drug sample requests
Restricted drug sampling based on specialty of physicians



Community

Forums, Blogs

Crowd-sourcing for complex medical cases

Incentivization

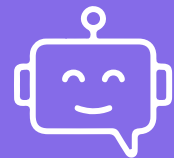
E-conferences/webinars

Gamification

Events



Feedback and complaints



Chatbot-enabled communication

Standards and compliances

- FHIR (Fast Healthcare Interoperability Resources) compliance
- GDPR (General Data Protection Regulation) compliance

Challenges addressed

- HCPs (Health Care Professionals) prefer exclusive networking forums
- Pharmaceutical companies' marketing language does not convey the intended messaging
- No avenue exists for HCPs to share concerns about new/complex medical scenarios and treatment outcomes

Business benefits



Engagement and enablement solution for healthcare businesses

The solution enables healthcare service providers with a digital communication platform to connect with patients effectively through a reliable, consistent, and experience-based solution. It enables the service provider to host a portal which can be used by patients and healthcare professionals. Hyper-personalization, content-managed brand sites, and analytics-driven targeted marketing are some key capabilities that users will experience. In addition to the above, they would also receive digitization of back-end processes and integration with hospital management systems whilst offering collaboration capabilities to users.

Business case

- Regulatory mandates for healthcare service providers
- Boosting patient loyalty
- Establishing digital communication channels, data-driven marketing campaigns, and data-driven analytics
- Improving the productivity of healthcare staff

Target audience

- Healthcare service providers
- Healthcare marketers

Standards and compliances

- FHIR (Fast Healthcare Interoperability Resources) compliance
- GDPR (General Data Protection Regulation) compliance
- HIPAA (Health Insurance Portability and Accountability Act) compliance

Challenges addressed

- Digital communication in healthcare is relatively nascent
- Fragmented customer data
- Slow adoption of multi-channel marketing techniques by healthcare marketers
- Trust issues between patients and healthcare service providers

Key use cases

Patient registration and onboarding

Enabling personalized experiences

Physician Search and Telemedicine

Alerts and Notifications

Self-service such as appointment booking and scheduling specimen pick up

Secure messaging with clinical staff

Collaboration through communities, including forums, blogs, and events

Drug reviews

Integration with wearables

Predictive health analytics

Health condition predictions

Care management

E-commerce enablement for patients and caregivers

Hospital management features

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