Doctor Engagement (Digital Medical Rep)

Overview

Doctor Engagement, also known as Digital Medical Rep, is a decentralised clinician engagement platform. It is a mobile application to reach out the customers through digital push channels as well as telephone call/video calls.

Target User Persona(s)

Sales Personnel of Pharma companies or Healthcare provider and Outsourced remote engagement sales teams

Key features

1. **Multi-format Application supports multiple channels for outreach**
   a. Tele-call (central line) or Telecall via mobile number
   b. Centralized Email Handle
   c. SMS- centralised SMS handle or through mobile number
   d. WhatsApp number of sales rep
   e. Videocall through a Web RTC
2. **Rich interface**
   a. Possibility to have joint tele-calls with Managers/Supervisors
   b. Option to preconfigure communication templates for SMS/WhatsApp/Email Channels
   c. Android, iOS compatible application modules
   d. Sales rep specific Dashboard summary page and To-do Planner to help rep productivity
3. **Multiple Data Sources Integration**
   a. API integration possible with client CRMs to fetch source data (customer and sales team masters)
   b. Ability to fetch source data (customer and sales team masters) through CSV files in absence of CRM APIs
4. **Content Management**
   a. Create and Manage content for different channels based on content format, length, media, etc.
   b. Linked to dedicated Content management System managed by medico marketing team
   c. Content can be tagged to different brands

5. **Analytical**
   a. Focused on productivity enhancement – to maximise number of touchpoints
   b. Detailed metrics dashboards to track quantitative as well as qualitative productivity
   c. Doctor Level tracking of calls as well as digital content