



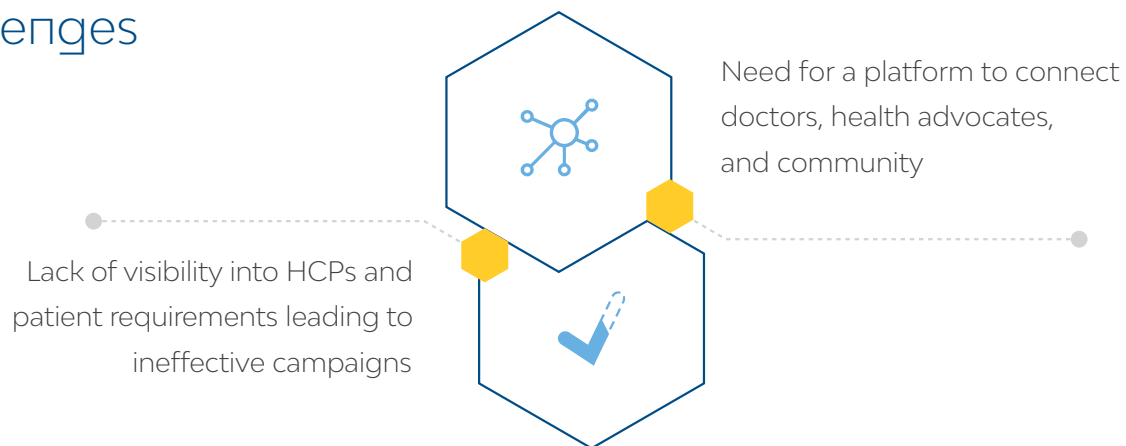
Case Study

Patient-Centricity With Digital Marketing for US-Based Device Manufacturer

Client

Global manufacturer of medical devices that help diagnose, treat, or help manage sleep-disordered breathing, chronic obstructive pulmonary disease, or other respiratory conditions.

Challenges



LTIMindtree Solution

- Collaborative platform to connect patients, physicians and sales reps – to enable them to better understand how to provide physicians with the product information they need to best serve their patients
- Optimized Lead Flow- Created a closed-loop follow-up process so leads don't slip through the cracks
- Established a lead qualification process to make sure all sales reps use the same consistent methodology
- Tracked performance relative to various marketing initiatives in order to measure campaign effectiveness

Geospatial Analysis

- Perform geo-marketing analysis by measuring geographic distributions, analyzing patterns, mapping clusters, and model in spatial relationships
- Digital map to analyze data by geographic or specific physical location, and deploy operational action plans such as optimize visits of sale reps in clinic
- Efficient measurement of performance of each region and sales rep to drive incentives

Social Analysis

- Design social listening to develop visualization and dashboards for entities like product groups, patient journey, and product lifecycle
- Create different communities in social media platform, which will allow like-minded people such as patients, doctors to connect and interact to discuss benefits of particular therapies or medicines

Analytics

- Advanced analytic to assess patient profiles to identify individuals/specific segments, who would be benefit most for a particular drug
- Global/local pattern analysis to identify uniformity (or lack of uniformity) of patients' record, clinical data across a region

Business Benefits

12% increase in B2C
e-mail engagement

88% lead
conversion

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