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
Lack of visibility into HCPs and patient requirements leading to ineffective campaigns
Need for a platform to connect doctors, health advocates, and community

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

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree – a Larsen & Toubro Group company – combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit https://www.ltimindtree.com/

LTIMindtree Limited is a subsidiary of Larsen & Toubro Limited