



Let's Solve

# Case Study

Patient-centricity  
with Digital  
Marketing for  
US-based device  
Manufacturer

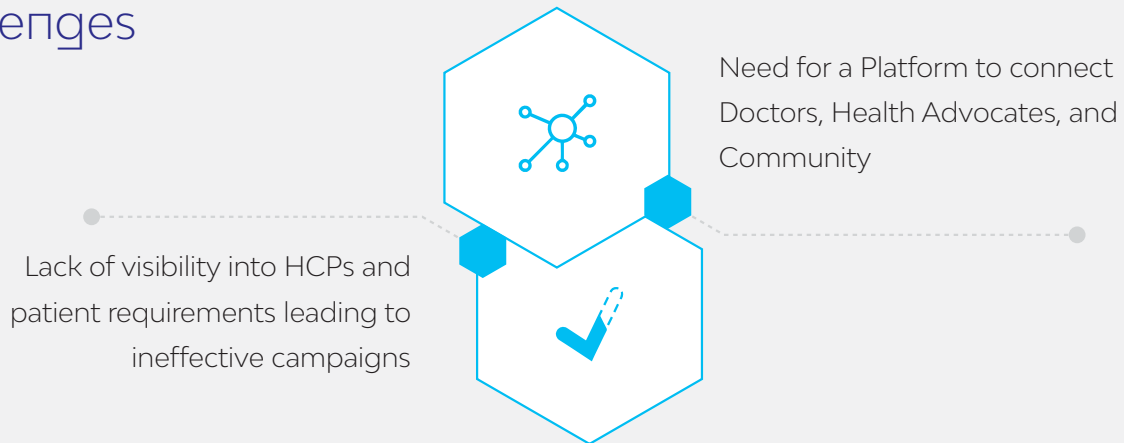


A Larsen & Toubro  
Group Company

## 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



## LTI 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, analysing patterns, mapping clusters, & modelling 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 & 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 & 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.

## Benefits

12% Increase In B2C  
e-mail Engagement

88% Lead  
Conversion

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