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Doceree opens its platforms for free amid COVID-19 lockdown

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The services will be free till April 30, or longer if lockdown last



Coming to the aid of pharma, medical and healthcare companies amid coronavirus mayhem globally, New York based start-up Doceree which is the first Ad Exchange for branded Healthcare Professional Marketing has announced that it will allow companies to advertise on its platforms for free and help them reach out to doctors uninterruptedly.

This is an initiative taken to support them when their crucial workforce of medical and sales representatives are locked indoors.

The unprecedented COVID-19 pandemic upsurge followed by curfew, lockdown and ‘Social Distancing’ supposed to be the effective preventive measures have almost put a pause in the lives of the people, posing serious challenges around. Despite putting sweat and blood round the clock to discover a vaccine or medicine for COVID-19 cure, medical scientists from across the world haven’t come out with flying colours yet.

Owing to strict ‘Social Distancing’, Lockdown and stringent regulations coming up amidst COVID-19 scare for its prevention, Pharma companies are unable to reach out to the doctors as their Reps can’t get face time with them to provide them with the free flow of scientific information about the drugs. Neither can they organise CMEs that update physicians’ information domain.

Physicians need product information, KOL and Advisory Board content, services and support that Reps provide. In such circumstances where there is a complete disconnect between the doctors and the pharma, a New York-based Pharma Ad-tech start-up Doceree has created a digital Artificial (AI) based platform, which might be instrumental in bringing doctors and pharma together remotely despite Social Distancing and Lockdown.

Dr. Harshit Jain, Founder & CEO, Doceree said, “Of course, the outbreak of COVID-19 has been a sort of unexpected invasion over our personal and professional lives for several days and weeks. And the intensity of its ceaseless surge might prolong for a few months. In a situation where everything is locked in, HCPs can’t have the option to put themselves out of their duties. However, they need some support which they get routinely by the pharma companies. But the question is — how it could be done? Yes, this could be done through a technology-enabled remote working system that we call the digital medium.”

He adds further, “We have developed an Artificial Intelligence (AI) based technology that uses data segmentation & analytics and offer the power to deliver sequential content, to promote the behaviour change needed to take the HCPs down the conversion funnel. This technology also understands doctors’ behaviour, so that one can connect with them better. Hence, in the situation when social distancing has been turning out to be quint-essential to fight the COVID-19 pandemic out, this is the only technology left for the pharmaceutical companies to reach out to the physicians.”

Despite willing to provide credible scientific information about the drugs to the doctors, the pharma companies are unable to reach them out as the COVID-19 pandemic is pacing faster. In such a situation, the digital medium is the only way forward wherein Doceree has been doing a marvellous job, influencing the US Pharma marketing & advertising with its latest digital modules based on AI. This technology has the potential to bridge the gap between the pharma and the doctors, paving the way for the former to reach out to the latter.

In the wake of the COVID-19 crisis, the specific module developed by the Doceree for the pharma companies that address the real problems they face in reaching out to the doctors has been largely superb. This innovative technology has been instrumental in bringing pharma companies back on track to reach out to the doctors in minimum resources with maximum credible scientific information.