

Indian Immunologicals launches first set of virtual medical representatives

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A pioneering alternative to facilitate physician's interface in form of eMOz

Indian Immunologicals Limited (IIL), the Hyderabad based subsidiary of National Dairy Development Board (NDDB), has been in the forefront of business process innovation. Propelling the digital ecosystem, IIL, through its division Human Biologicals Institute, has launched its first set of virtual medical representatives, a pioneering alternative to facilitate physician's interface in form of eMOz i.e. A virtual realm where e-reps can connect with doctors and foster digital relationship.

Traditional sales models in the pharma industry have been primarily indexed on engagement between sales representatives and physicians which has led to volume-based formulae, more sales representatives equal more visits to doctors, assuming incremental business. However, the industry has embraced the challenge that the average time spent by physician with a sales rep has seen a drastic downturn owing to various intersecting factors. The COVID-19 pandemic caused further restrictions that significantly curtailed reps' access to physicians.

eMOz is a cutting edge and promising tool for information sharing. eMOz have inbuilt capabilities to provide constant update on specific needs of the physicians, thus fostering meaningful, tangible, and enduring gains. eMOz will enable complete stakeholder management on a virtual platform by providing detailed access to products and services. This will reduce several entry barriers while enhancing the cost efficiency.

It will eventually be acquiring artificial intelligence (AI) based avatars of sales representatives to interact and assist physicians in one of its kind experiences. eMOz will provide credible solutions digitally for better patient care by offering greater convenience to the physicians and save their precious time.