BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

# Indegene introduces metaverse capabilities for life sciences companies

21 February 2023 | News

**For creating immersive healthcare experiences**

Bengaluru-based firm Indegene has announced the launch of metaverse capabilities to support life sciences organisations with a variety of use cases, including healthcare provider (HCP) interactions, HCP education, and patient education.

Indegene's domain expertise will provide life sciences organisations a foundation for navigating the complexity of this emerging technology and the flexibility to create tailored virtual worlds. Using these, life sciences organisations can foster immersive healthcare experiences, like interactions with HCPs in a virtual medical congress, meeting for a virtual educational lecture, or facilitating interactions in a virtual patient hub.

"Life sciences organisations are looking to reimagine healthcare interactions and be ahead of the curve. Providing new ways to connect, educate, and lead transformation using virtual and augmented reality can help solve some of their key business challenges", said Gaurav Kapoor, Executive Vice President, Indegene, Inc.

"Metaverse has the potential to be a game changer in the education industry. Its intrinsic nature opens the door for a new dimension of how knowledge can be shared and measured", said, Gustavo Kesselring, Vice President, External Affairs, at IFAPP (International Federation of Associations of Pharmaceutical Physicians and Pharmaceutical Medicine) Academy. "In the near future, its gamification features can be used to transform the way we have taught and evaluated for more than a hundred years, and the early adopters will benefit the most."