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Doceree unlocks untapped potential of digital platforms in healthcare

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A significant step forward in promoting healthcare marketing strategies in the UK and Europe



Delhi-based startup Doceree has announced the launch of its highly anticipated High Interaction & Engagement Platforms (HIEP) for the UK and Europe. The groundbreaking report, produced in partnership with healthcare WPP agency CMI Media

Group, highlights endemic, point-of-care and physician networking platforms in the context of digital engagement, highlighting their potential to drive engagement and drive communication in the healthcare industry.

In the current situation, the healthcare sector prefers an omnichannel marketing approach that effectively combines digital and traditional channels. This shift underscores how important it is for pharmaceutical marketers to excel at digital strategies. Yet, the pharmaceutical and life sciences industries still struggle to best select digital platforms to target healthcare professionals, as marketers often lack a comprehensive understanding of the digital tools available to formulate precise strategies for allocating digital budgets.

To bridge this knowledge gap and enable marketers to have better engagement and decision-making, Doceree introduced HIEP as a medium that can help brands forge excellent digital strategies, thereby increasing the efficiency of operations at scale and improving business outcomes. The report looks at how the digital medium can be used to create a win-win situation for all stakeholders – marketers in terms of efficiency, publishers in terms of revenue, and healthcare representatives in terms of knowledge sharing and better patient outcomes.