

Indegene: Enterprise mobility will be the next wave in pharma marketing

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Indegene a scientific partner to global pharmaceutical and life sciences companies, recently partnered with Team Computers, a major enterprise IT solution provider, to host an exclusive executive briefing for senior pharma leaders on 'Driving Efficiency and Effectiveness in Pharma with Enterprise Mobility'. The event hosted by Team Computers and Indegene in Mumbai early this month was attended by over 40 senior sales, marketing, training, commercial, and business executives from leading global and Indian pharma companies.

As pharmaceutical marketing continues to transform, consumers and stakeholders have changed the way they create and assimilate information. For instance, a recent study by Manhattan Research suggests that physicians interacting with med-reps using iPads are 35% more likely to request a sample; and 29% of physicians surveyed are more likely to prescribe the drug. Another study estimated that remote training could save a company approximately USD 1000 per year per rep, and with an enterprise solution, the saving could be significantly higher.

Mr. Manish Gupta, CEO, Indegene Lifesystems said "Our new enterprise mobility framework allows clients to assess and deploy mobility solutions intelligently across multiple brands and teams. We expect this approach to be transformational in areas such as detailing, CLM, sales force training, and physician and patient engagement."

One of the key takeaways from the event was the pervasiveness of mobility in pharma. Leveraging mobility solutions especially in the areas of SFE, detailing, and patient/physician education, given the intuitiveness of iPads and the customized delivery of interactive content, will positively transform the way companies engage with its stakeholders.

Another point that emerged was the need for enterprise mobility. Implementing and maintaining hundreds of disparate apps

and redundant information across multiple platforms, users, and brands is not a feasible long-term strategy. Instead, deploying mobility solutions that are designed with enterprise benefits, and can be intuitively adapted to several brands and teams is more important.