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Startup Medlife introduces new product for pharma companies

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The product will be used by pharma companies to gather a comprehensive market linked data.



Medlife, India’s fastest growing online healthcare service provider, has joined hands with AIOCD AWACS, a pharmaceutical market research organization to introduce Campaign Track. It is a unique product that would provide real-time data, accurate and timely information and market specific analysis for pharmaceutical companies in India.

The product will be used by pharma companies to gather a comprehensive market linked data and help brand managers understand and analyse the healthcare ecosystem; thereby improve their sales and marketing efficiency.

The data will not just provide information on the brand and the company’s positioning in the market but also share a detailed analysis by healthcare specialties and zones.

By bringing doctors, patients, laboratories and pharma companies under one roof, the company aims to provide a comprehensive healthcare ecosystem for timely diagnosis and effective treatment.

Founded by Tushar Kumar and Prashant Singh in 2014, the Bengaluru based startup has emerged as one of the frontrunners in enabling better access to healthcare by offering an array of app-based online consultation, pharmaceutical and related services across India.