

Case Study:**The European Branch of an International Pharmaceutical Company wants to increase Doctor's engagement****Introduction**

The company is a global, science-driven pharmaceutical company at the forefront of medical innovation, dedicated to improving the health and well-being of people worldwide. With a rich history, it has grown into one of the world's leading biopharmaceutical firms, distinguished by its unwavering commitment to cutting-edge research, development, and commercialization of life-changing medicines.

The company operates in more than 100 countries, collaborating with healthcare professionals, institutions, and organizations to ensure their medicines reach those who need them most. Their commitment to patients extends beyond the laboratory, as they strive to make their treatments accessible and affordable to people from all walks.

Challenge

The COVID-19 pandemic has had a profound impact on business and physical communication. Social distancing measures and lockdowns forced companies to adapt rapidly to doing business remotely. Many doctor's meetings and conferences shifted to virtual platforms, reducing in-person interactions. Businesses embraced remote work, accelerating the adoption of digital communication tools.

While this preserved business continuity, it also highlighted the importance of human connection. The absence of face-to-face interactions affected networking, team dynamics, and creative collaboration. As the world reopens, the company is reevaluating the communication strategies, seeking a balance between digital efficiency and the irreplaceable value of in-person connections.

Solution

Personalized video communication is revolutionizing how the company connect in the digital age. Unlike generic messages, personalized videos are tailored to the recipient, creating a deeper and more meaningful communication. Whether it's a personalized sales pitch, a birthday greeting, or a customer support message, these videos engage on a personal level, fostering trust and loyalty. They capture attention and convey sincerity, making them a powerful tool for businesses and individuals alike.

**Client**

In Top 5 International Pharmaceutical Companies.

Industry

Pharmaceutical sector

Solution

EngageOne™ Communicate

EngageOne™ Communicate / Video Technology works in parallel with the Company Representative before visiting Doctors, as it prepares the ground of the physical meeting. Interactivity and Data collection capabilities, offers the power to focus and prepare the optimum response to the doctor's requests. Capabilities, offers the power to focus and prepare the optimum response to the doctor's requests. During the limited time of the Doctor's physical meetings, the representative offers exactly what the Doctor has personally requested through the Video. As technology continues to advance, personalized video communication is becoming increasingly accessible, allowing the company to harness its potential for more impactful and authentic interactions.

Benefits

The Precisely solution allowed the company to revolutionize how the company connects in the digital age. Company was able to expand its use of email and web access to communicate with doctors in a timely, personalized manner via the Video channel. This works in parallel with the physical communication and creates additional value and successful communications.

By implementing the Precisely solution, the company has been able to:

- Achieve a new effective communication channel, which is new to the market. (Especially for this industry.)
- Improve internal productivity by providing a powerful tool to harness the doctor's requests and choices through the communications sent, that help to create each Doctor's profile.
- Respond more quickly and efficiently to doctors, by creating personalized messages and collect feedback about their preferences.
- The collected data through the video, is capable to prepare a tailor-made Agenda which is personalized, focused, and respond accurately, according to the needs of the doctors as they have been described through the Video.
- Physical Visits driven by the tailor-made Agenda are much more interesting, increasing satisfaction, effectiveness and Engagement of the Doctors and the Company.

