

THB Doctor Marketing Cloud

Objective

Doctor Engagement Platform is marketing automation platform which helps engage with doctors in a hyper-personalized manner, thereby leading to increased engagement.

It helps the Pharma companies or Healthcare Providers to:

1. Create and Manage Audience Cohorts
2. Create and Manage Campaigns for one-time engagement
3. Create and Manage Journey for on-going guided engagement
4. Create and Manage Content for Campaigns and Journeys
5. Generate and view Doctor 360 of a particular doctor
6. Generate actionable insights across marketing activities(campaigns, journeys)
7. Manage multiple data sources of doctor data

Key Features

Audience Cohorts

1. User can create one or multiple set of Audiences based Doctor engagement data, Transactional Data, demographic data or any other relevant data sources.
2. User can create and filter the audience based on parameters such as age, gender, location, engagement, feedback, etc.

Campaign Management

1. User can create and manage one-time campaigns to engage with the selected audience
2. User can launch campaigns or schedule campaigns by presetting a date/time

Journeys

1. User can build and manage engagement journeys for a selected set of audience and automate the decision making for an on-going engagement
2. Platform continuously monitors and records engagement reactions/responses and feeds it back to the engagement journey for next engagement decision

Content Management

1. Create and Manage content for different channels based on content format, length, media, etc.
2. Capability to meta-tag content for healthcare context for more relevance and engagement.

Doctor 360 view helps with detailed analysis for a particular doctor profile.

1. Demographic profile with family tree and NPS
2. Engagement Profile
3. Transactions across all services, channels with details
4. Promotional communication sent etc.

Manage Multiple Data Sources and Channel Integrations

1. Multiple sources of structured data sources can be integrated to create doctor timeline across disparate systems
2. Multiple communication channel integrations available such as WhatsApp, SMS, Email, In-app, etc. for omni-channel engagement.