

Agnitio expands in China

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Singapore: Agnitio, a leader in healthcare sector closed-loop marketing technology, continues to expand its global presence with the opening of regional headquarters in Shanghai and a partnership with mobile learning solutions company Actando.

Agnitio is led in country by Zhu Yi, Head of Implementation and Support, Agnitio Greater China. With Bayer and Roche already clients in the region, Agnitio expects to increase its number of customers with the heightened presence and its integrated offering with Actando, which is initially aimed at the Asian market.

The partnership with Actando will harmonise e-Learning and closed loop marketing through Agnitio's platform for the iPad. During a discussion with the rep, a doctor will be able to actively choose the information they really want to receive and are specifically interested in. With their limited time, doctors no longer need to sit through a long, general presentation. Instead they have a personalised conversation with the rep, delivering greater value in a far shorter period.

While the rep is talking to the doctor, their training needs and performance will now be simultaneously captured, thanks to the partnership with Actando, and transmitted to their managers. The solution will then suggest a tailored learning programme that will be downloaded to the reps' iPads for offline use, allowing their managers to monitor their improvement during subsequent calls.

"An office in Shanghai and our partnership with Actando is a serious commitment to the region's pharmaceutical market," says Morten Hjelmsoe, Founder and CEO of Agnitio. "Our leading CLM platform, when married with Actando's best-in-class mobile learning solutions, brings together a double closed loop for the first time in the healthcare industry."

"You get the best of both worlds with this partnership," says Alexandre Dauge, Founder & Managing Partner of Actando. "The Agnitio platform enables a rich and meaningful dialogue between reps and doctors which produces data that can be captured and integrated to see how effective they've been and whether the strategy was followed. Adding Actando's mobile learning solutions takes it a step further by recommending and providing the learning programmes based on their performance. Ultimately, this will make customer visits for both the representatives and doctors more relevant and engaging."

Agnitio's move into China comes shortly after the strengthening of its regional headquarters in the U.S. Although being used first in China, the combined offering from Agnitio and Actando will be rolled out globally.