

There is a need for pharmaceutical companies to build HCP relationships, backed by scientific credibility

February 1, 2025 | Opinion | By Ayesha Siddiqui

Docquity, headquartered in Singapore, is Southeast Asia's largest professional network for verified healthcare professionals (HCPs), connecting over 410,000 doctors across the region. The platform enables HCPs to share clinical experiences, and engage in secure, peer-to-peer discussions. Docquity uses AI/ML to provide insights into HCP preferences, shaping personalised healthcare engagement strategies for enterprises. In an interview with BioSpectrum, Amit Vithal, Co-founder and Chief of Growth, Docquity discusses key trends in digital health across Asia, Docquity's expansion into government healthcare initiatives, how the company's data-driven approach is transforming healthcare engagement and shaping future B2G collaborations across Asia.



Tell us about how Docquity has influenced the healthcare landscape in Southeast Asia and how the company's data-driven approach differentiates it in the market?

As Southeast Asia's largest network of over 410,000 verified HCPs, Docquity gains profound insight into HCP needs and preferences, which we leverage to strengthen healthcare knowledge and interactions.

Guided by our vision to connect HCPs to build healthier lives around the world at scale, our platform and services empower our users, HCPs, to learn, connect, and grow across many use cases. For example, our comprehensive educational resources have delivered over 6 million Continuing Medical Education (CME) credits to doctors till date, reaching even those serving in remote communities. We're also fostering collaboration among HCPs to address complex health challenges in the region. Our platform allows them to easily consult their peers on unique cases, equipping them to provide more effective patient diagnoses and care.

In turn, our deep and growing understanding of HCPs allows our healthcare enterprise clients to better understand, engage with, and educate our users. We've thus securely leveraged the power of data to develop our Insights practice. By combining our in-depth network insights with advanced Artificial Intelligence (AI) and machine learning (ML), we help our clients create relevant and meaningful interactions with their target audiences. Ultimately, it's about building connections that lead to better healthcare decisions and outcomes.

What are some key trends you're seeing in healthcare and digital health across Asia? How does Docquity leverage these trends to stay ahead and continuously offer value to HCPs and healthcare enterprises?

The Docquity Pulse Check report is an industry resource we publish annually based on insights from hundreds of doctors within our platform and beyond. The goal is to outline pivotal trends shaping healthcare in Southeast Asia.

This year's report reveals a clear trend: doctors continue to embrace digitisation to support more efficient patient management and knowledge building. For example, clinics are increasingly adopting digital tools like messaging apps and electronic medical records (EMRs) to streamline operations, with more than half of the doctors surveyed (59 per cent) using digital platforms for consultations. The majority (81.5 per cent) have embraced a mix of digital and in-person learning events, and many doctors value on-demand content and medical apps for their convenience.

Our study also highlights the need for pharmaceutical companies to build HCP relationships, backed by scientific credibility. 86.7 per cent of doctors value their connections with pharmaceutical representatives, and most of them prioritise scientific research (over opinion) when learning about products (72.1 per cent) and making prescription decisions (83.7 per cent).

At Docquity, we're determined to stay ahead of these trends and provide healthcare professionals and enterprises with the resources they need to thrive in today's digital era. Docquity offers doctors an extensive range of resources, including on-demand scientific content, continuous learning opportunities, interactive webinars and events, and peer discussions, for their long-term medical education and growth, amidst their busy schedules. For our healthcare enterprise clients such as pharmaceutical companies, our Awareness to Advocacy (A2A) Program securely harnesses our in-depth network insights to deliver scientifically credible and personalised content to their target HCPs across omnichannel touchpoints, ensuring optimised campaigns that also transform patient care for the better.

Docquity recently partnered with Sumedang Regency in West Java to launch the Puskesmas AI platform. Could you share more on the role you envision for Docquity within government healthcare initiatives and any plans to expand B2G partnerships across Asia?

Docquity's collaboration with the Sumedang Regency exemplifies our dedication to addressing critical public health challenges through advanced technologies. The Puskesmas AI platform equips HCPs in Sumedang, West Java with GenAI-powered resources to address critical health issues such as tuberculosis, stunting, and hypertension. Fully compliant with Indonesian and European data protection regulations, this platform provides HCPs with knowledge based on data from the Ministry of Health, top scientific journals, the World Health Organization (WHO), and other credible government sources. The Puskesmas AI platform aims to provide real-time, comprehensive support for HCPs, enabling them to make more informed decisions and improve patient outcomes in these critical areas for the region.

Docquity continues to explore initiatives aligned with our mission of empowering HCPs with the tools needed for better care across communities in Southeast Asia and beyond.

With Docquity's focus on personalised interactions through AI and ML, what unique insights are you gathering about HCP preferences and needs? How are these insights shaping healthcare engagement strategies?

As HCPs increasingly adopt a blend of digital tools with traditional approaches, healthcare enterprises face a critical need for nuanced insights into their evolving preferences to implement effective engagement strategies.

To serve this growing market, we created Docquity Insights, securely built on years of HCP engagement data from the Docquity platform. It empowers healthcare enterprises with actionable intelligence to deliver the right message, to the right HCPs, and through the right channel, to achieve tangible results. At the same time, HCPs are met with content that is most relevant to them, for their better learning and decision-making.

For example, working with Docquity enabled Menarini Malaysia to double its HCP outreach in a campaign educating doctors about multimodal approaches to post-surgery pain management. In Thailand, Laboratorio Farmaceutico SIT engaged Docquity to raise awareness among general practitioners (GPs) and pediatricians on probiotics' role in gastrointestinal health, which led to greater HCP awareness and a 31 per cent increase in sales – double the market growth rate. Similarly, in Indonesia, Green Nature Farm (GNF) partnered with Docquity to connect with pediatricians and GPs on essential nutrients for

children's development, reaching 20 per cent of its ambitious outreach target within just one month.

By integrating our vast HCP network and insights with robust omnichannel strategies, Docquity enables healthcare enterprises to build stronger connections with HCPs, enhancing outcomes for all healthcare stakeholders.

Ayesha Siddiqui