

Apple reseller: Pharma marketers should use iPads

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Bangalore: India-based Indegene partnered with Apple's authorized reseller in India, Team Computers, conducted an exclusive executive briefing of senior pharma leaders on 'Driving efficiency and effectiveness in pharma with enterprise mobility'.

The event was hosted by Team Computers and Indegene in Mumbai early this month and was attended by over 40 senior sales, marketing, training, commercial, and business executives from leading global and Indian pharma companies.

As pharmaceutical marketing continues to transform business, consumers and stakeholders have changed the way they create and assimilate information. For instance, a recent study by Manhattan Research suggests that physicians who interact with medical representatives using iPads are 35 percent more likely to request a sample; and 29 percent of physicians surveyed are more likely to prescribe the drug. Another study estimated that remote training could save a company approximately \$1,000 per year per representative, and the use of an enterprise solution could lead to significantly higher savings.

The briefing highlighted that leveraging mobility solutions especially in the areas of detailing and patient-physician education, given the intuitiveness of iPads and the customized delivery of interactive content, will positively transform the way companies engage with its stakeholders. Also, implementing and maintaining hundreds of disparate apps and redundant information across multiple platforms, users, and brands is not a feasible long-term strategy. Instead, deploying mobility solutions that are designed with enterprise benefits, and can be intuitively adapted to several brands and teams is more important.

Clients agreed that a robust content strategy is necessary to ensure new and existing content is leveraged and adapted effortlessly, and accessible across a host of shells. The briefing also emphasized on the need to integrate social collaboration that promotes HCP-to-HCP and HCP-to-patient engagement. This was another key area that mobile-based apps must look to include given the overall adoption of smartphones and tablets.

Mr Mahesh Tomar, director, Team Computers, said that, "We look at ourselves as a bridge between the world of business needs, and the world of high quality and affordable IT solutions. Through this event, it was our endeavor to offer a complete enterprise mobility solution for companies which includes applications powered by Indegene, the best available device in the form of iPads, and state-of-the-art analytics for pharma through Qlikview; all this with pan-India service and support by Team Computers."

Mr Manish Gupta, CEO, Indegene Lifesystems, said that, "Our new enterprise mobility framework allows clients to assess and deploy mobility solutions intelligently across multiple brands and teams. We expect this approach to be transformational in areas such as detailing, CLM, sales force training, and physician and patient engagement."