

CASE STUDY

Driving Doctor Engagement

Through Omnichannel Marketing

FOR A LEADING CARDIO-DIABETES PHARMA BRAND



How Docnexus helped a leading pharma brand engage **18,920 HCPs** across India within **90 days** through an integrated digital engagement strategy.



43,800

Doctors Reached



18,920

Engaged HCPs



43.2%

Engagement Rate



3.2 Lakh+

Doctor Touchpoints



35%

Lower Cost per Engaged HCP



EXECUTIVE SUMMARY



A 90-day **omnichannel** campaign across App, Web, Email, SMS & WhatsApp to strengthen scientific engagement.



Generated over **3.2 lakh** touchpoints and significant content interactions across **12 specialties** and **320+** cities.



Delivered higher engagement, stronger brand recall and **35%** lower cost per engaged HCP.



CLIENT BACKGROUND

A leading pharmaceutical company specializing in Cardio-Diabetes therapies. The brand wanted to deepen scientific engagement with high-value HCPs across India while supporting ongoing field-force efforts.

PRIMARY AUDIENCE



General Physicians

Disease awareness, therapy updates, practical clinical insights



Diabetologists

Advanced diabetes management content and case-based learning



Cardiologists

Cardio-metabolic risk, treatment updates, and specialty resources

THE CHALLENGE

Despite a strong field-force presence, the brand faced critical gaps in digital engagement and measurability.



Limited engagement beyond MR visits

Reduced brand recall between physical interactions.



Low visibility of scientific content

Missed opportunities to influence clinical knowledge journeys.



Fragmented doctor interaction data

Difficulty understanding channel-wise and doctor-wise engagement.



Lack of measurable ROI

Limited visibility into cost efficiency and campaign effectiveness.



Busy HCP schedules

Need for flexible, bite-sized, and specialty-relevant content delivery.

CAMPAIGN OBJECTIVES



Reach

Engage a large universe of relevant HCPs across India



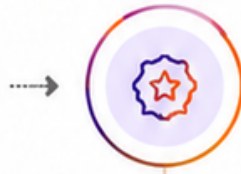
Engagement

Increase doctor interactions across multiple digital channels



Content Consumption

Drive views, reads, quiz participation, and downloads



Brand Recall

Improve awareness and recall among engaged doctors



Measurement

Track performance across channels with clear engagement metrics



ROI

Improve cost efficiency compared to single-channel campaigns

OUR SOLUTION

Docnex executed a **90-day omnichannel engagement** campaign using five integrated digital channels to deliver the right content to the right doctor segment through the most relevant touchpoints.



DocNex App

Deep scientific engagement and interactive learning



Content Format
Articles, quizzes, clinical cases, product updates



DocNex Web Platform

Always-on educational access



Content Format
Landing pages, content hubs, specialty resources



Email Marketing

Personalized specialty-based communication



Content Format
Newsletters, scientific updates, practice insights



SMS Campaigns

Quick reminders and content alerts



Content Format
Links, notifications, surveys



WhatsApp Engagement

High-frequency, bite-sized doctor engagement



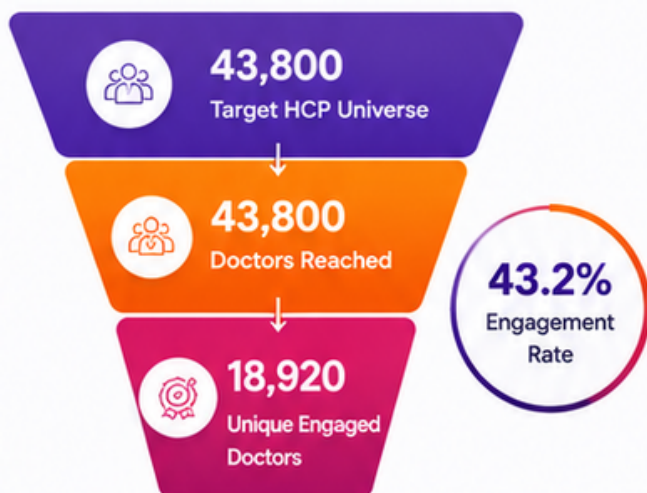
Content Format
Medical snippets, polls, feedback, resource sharing

• OUR OMNICHANNEL ENGINE •

Integrated digital touchpoints. **Unified engagement.** Measurable impact.



• OUR REACH FUNNEL •



• CHANNEL ROLE SNAPSHOT •

	DocNex App	Interactive learning, quizzes & content engagement	
	Web Platform	Knowledge hub & clinical resources	
	Email Marketing	Scientific updates & specialty insights	
	SMS Campaigns	Instant alerts & content notifications	
	WhatsApp Engagement	Two-way engagement & quick interactions	



Reaching the right doctors. With the right message. On the right channel.



12
Specialties Covered



320+
Cities Covered



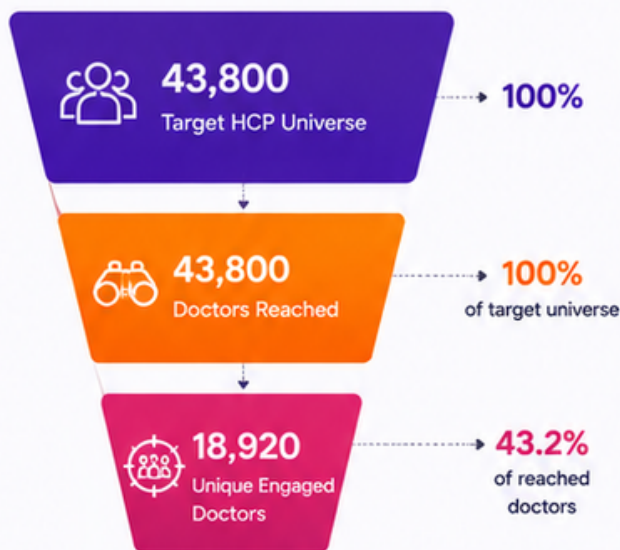
90
Days Campaign

CAMPAIGN PERFORMANCE SNAPSHOT

Strong reach. Meaningful engagement. Measurable impact.

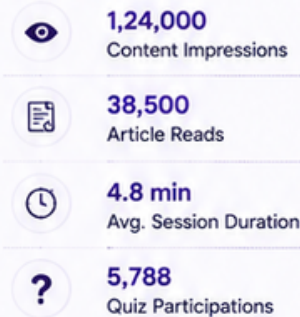


REACH FUNNEL



CHANNEL PERFORMANCE OVERVIEW

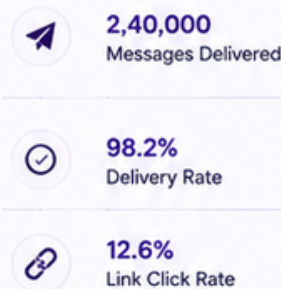
DOCNEX APP & WEB



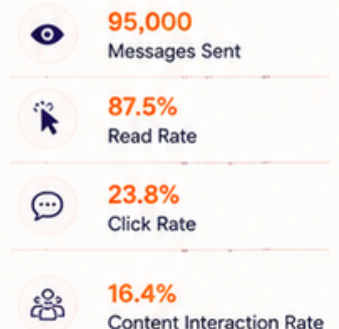
EMAIL MARKETING



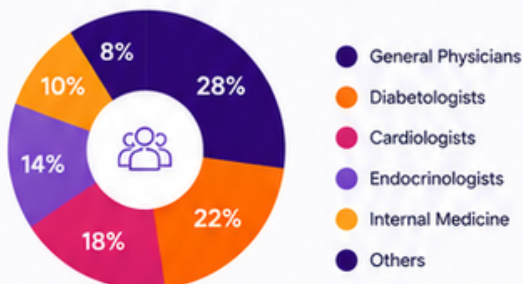
SMS CAMPAIGNS



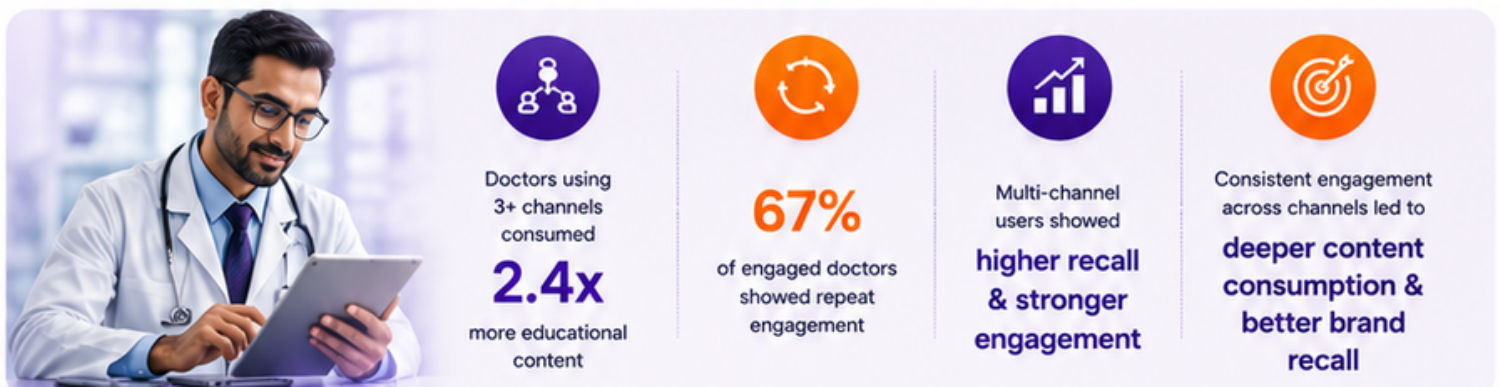
WHATSAPP ENGAGEMENT



TOP SPECIALTIES ENGAGED



CROSS-CHANNEL ENGAGEMENT INSIGHTS



KEY OUTCOMES

Measurable results. Stronger impact.



1. IMPROVED DOCTOR ENGAGEMENT

18,920

Unique Engaged Doctors

43.2%

Engagement Rate



67%

Repeat Engagement Rate



2. ENHANCED SCIENTIFIC CONTENT CONSUMPTION



38,500

Article Reads



5,788

Quiz Participations



1,24,000

Content Impressions



4.8 min

Avg. Session Duration



Doctors using 3+ channels consumed **2.4x** more educational content



3. IMPROVED ROI & CAMPAIGN EFFICIENCY



35%

Lower Cost per Engaged HCP

Stronger engagement with higher cost efficiency.

ROI & IMPACT SNAPSHOT



2.1x

Higher Doctor Engagement



47%

Increase in Scientific Content Consumption



52%

Higher Repeat Interactions



35%

Lower Cost per Engaged HCP



3.2 Lakh+

Total Doctor Touchpoints

CONCLUSION

DocNex helped the leading Cardio-Diabetes pharma brand transform its doctor engagement strategy through a 90-day omnichannel campaign that delivered measurable impact across reach, engagement, and ROI.

By leveraging App, Web, Email, SMS & WhatsApp, the campaign reached **43,800** doctors, engaged **18,920** HCPs, generated over **3.2 lakh** touchpoints, and achieved a **43.2%** engagement rate.

The program strengthened scientific communication, improved brand recall, and delivered **35% lower cost per engaged doctor**.



DocNex continues to empower pharma brands with **data-driven, omnichannel engagement** solutions that drive meaningful impact for HCPs and business.