

Initiate

Our **Ice-breaking** consultative approach sets us apart. We understand your DNA and provide tailor-made solutions, high specificity and complete reproducibility.

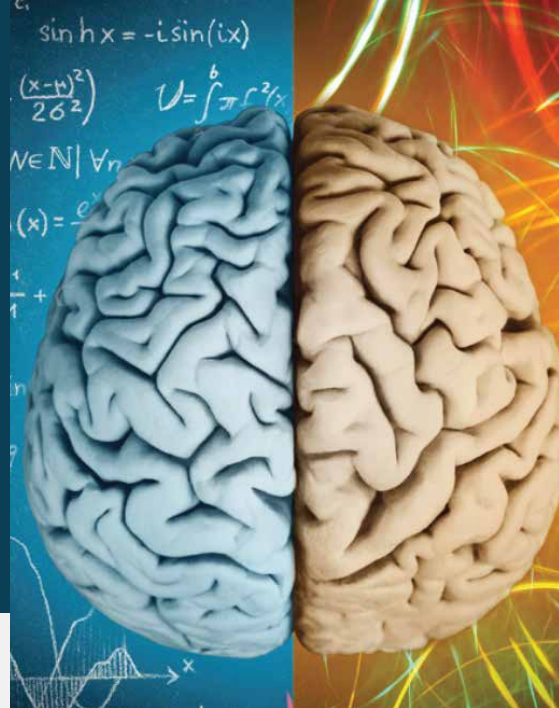
Integrate

We coalesce your brief with our services to provide you with a **Clutter-breaking** strategy. Our integrative yet siloed entities work in tandem.

Illuminate



We forge our way forward towards your brand's success by producing unique, **Path-breaking**, scalable, sustainable deliverables.



• **MARKETING STRATEGY**
CME/CPD, society accreditations, training modules, in-clinic campaigns



• **PATIENT CENTRICITY**
Real World evidence, Omnichannel programs, CRM center, patient awareness program



• **DIGITAL FIRST**
Websites, portals, games, apps, social media marketing, SEO



• **MEDICAL BACKBONE**
White paper, consensus & position paper, publications, manuscript, slide kits

About Ray Insignia

For over 15 years, Insignia has been a key partner in pharmaceutical brand successes. Insignia is a full suit medico-marketing firm. Insignia helps pharmaceutical companies centralize both data and the execution across various functions such as medical communication, digital marketing, strategy planning, clinical research, so as to keep up with the growing demands of stakeholders such as clinicians and patients. Insignia provides a bouquet of services like **patient support programs, CME management, CRM software, real-world studies, medical content writing, software development, digital marketing, and brand communication solutions for pharmaceutical companies.**

- 100+ Client in Indian Pharma Market
- 15+ National and International Awards
- 94% Project success rate
- 5000+ Projects delivered successfully



INDUSTRY'S FIRST MPO

Marketing Process Outsourcing with healthcare focus

“
WE
evolve for
YOUR
growth
”

Our MPO model help our client integrate their medical, marketing and digital siloes towards a unified brand growth strategy.

- Our **MPO** provides companies with the strategic market advantage by improving efficiency at a reduced cost (33 percent savings in operational costs) **MPOs** have seen significant growth over the past 10 to 15 years, and are anticipated to show higher growth rates in the coming decade.
- These **MPO** services of Insignia Communications are created to guarantee scalable plans across stakeholders, to capture insights, to ensure need-based medico marketing, to provide tools for customer relationship management and more.

Website development

Medical content

Strategy

Doctor co-ordination

SEO

Therapy shaping corporate website

THE BACKGROUND

The Biological E team wanted to expand their online presence and create awareness about their portfolio.

So, the key tenet in our debrief was to build on the corporate imagery by creating a **value-adding therapy-shaping corporate website**.

THE FOREGROUND

We started with an online audit of their existing website and their socials.

We needed to create a comprehensive CMS-based site which had the right content targeted towards the right TA with optimum conversions. Thus, the genesis of BE Cares, their first therapy-shaping corporate website.

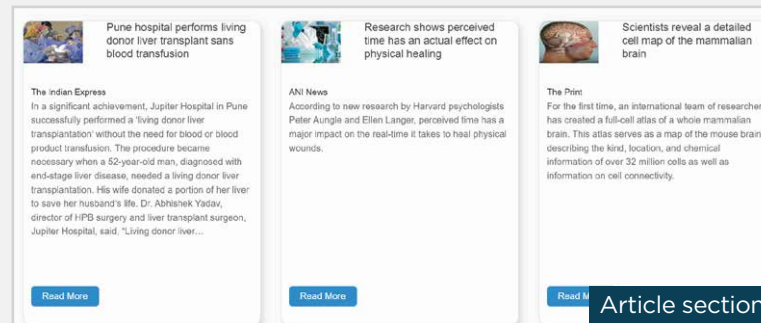
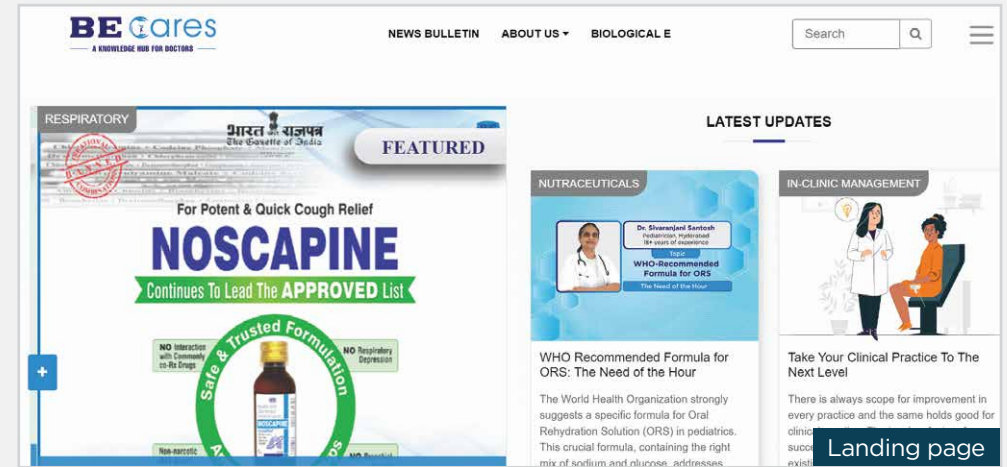
It not only leveraged their medical superiority but also helped with mass reach. Furthermore, certain SM campaigns and SEO were deployed to drive traffic to the site.

THE CANVAS

Corporate website now has a dashboard BE Cares, which is a repository of all their medical content aimed at all their therapy stakeholders

KEY STATS

Traffic to website- Weekly 1000+ visitors
50+ KOLs engaged
100+ content pieces
BE sales growth



CME/CPD

Medical content

Strategy

Digital Asset

Creative

Launch programme activation

THE BACKGROUND

Mankind was launching an economical alternative molecule for Dydrogesterone. The market leader in the category was a brand with over 80 million USD sales, Duphastone- Abbott. So here the launch idea focused on highlighting **the medical meritocracy of the molecule. The principal investigators were roped in** for the launch event.

THE FOREGROUND

While we looked at the launch, strategically, the first element was to ensure we harp on the science-bioequivalence of the molecule. So we built consensus on that by having the PI have a live program with leading Indian KOLs. Furthermore, we had a rollout dissemination that included campaigns and importantly a first of its kind KOL led digital case study series.

THE CANVAS

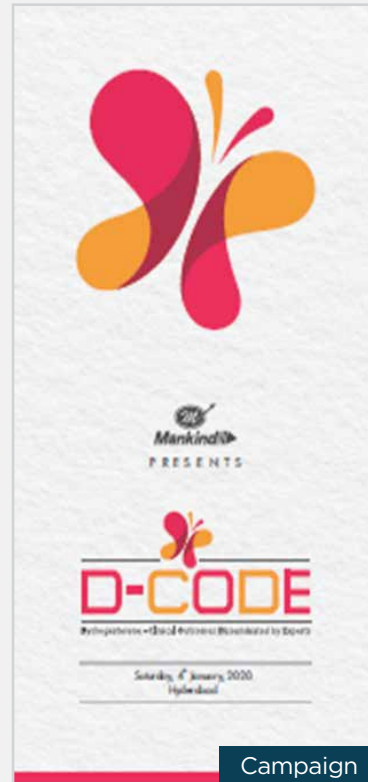
The brand reached 15 million USD sales within the first year of the launch.

100+KOL Gynaecologist were directly involved in the launch.

10,000+ gynaecologists were educate



Brand Teaser



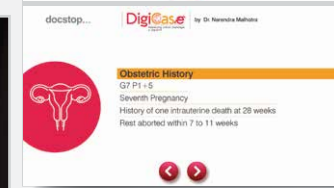
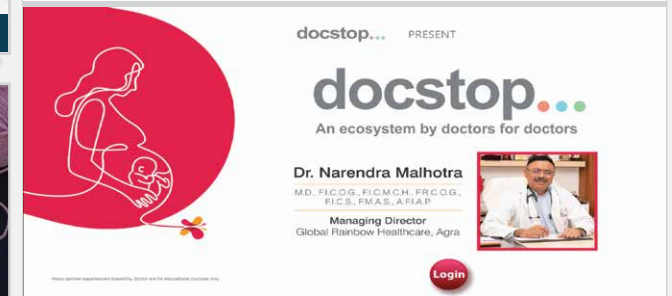
Campaign



LBL Series



ISP



Digital Asset- case study



Program collaterals

OUR CLIENTS

