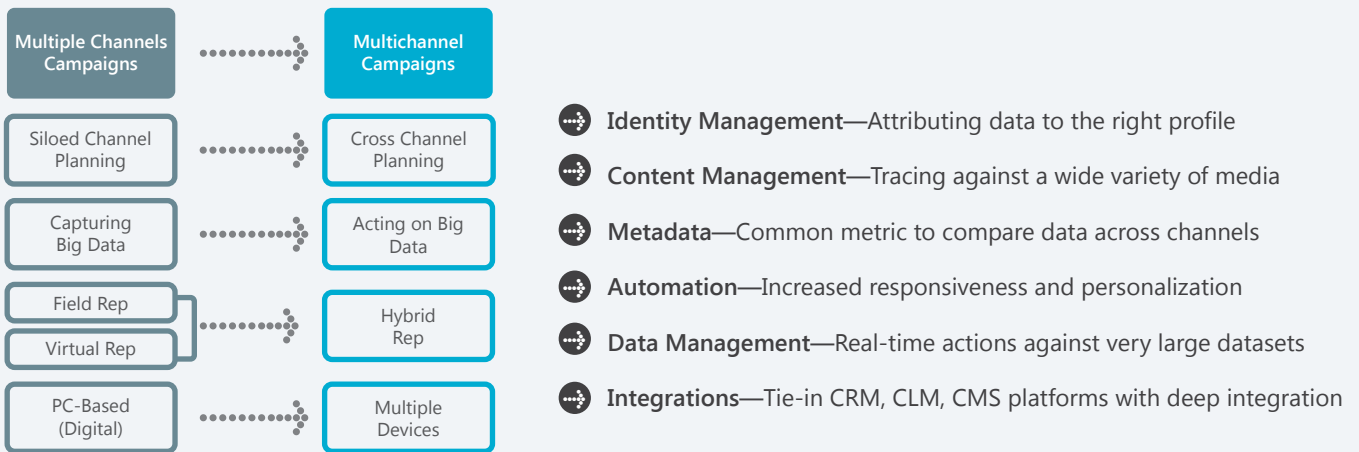


# Multichannel Campaign Management Platform

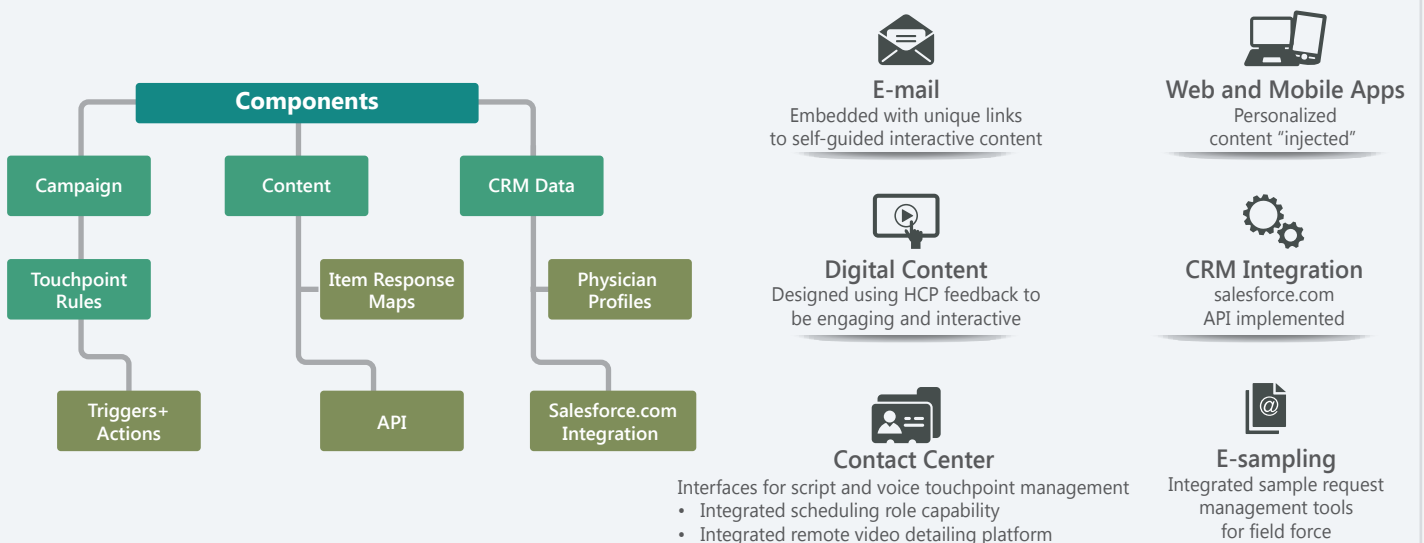
Indegene's Phynyx™ suite of customer engagement technologies provides a data and performance-driven backbone to enable multichannel interactions between HCPs and biopharmaceutical sales, marketing, service, as well as medical functions.

ChannelHQ™ is deployed by organizations to simplify aggregation of interaction data from any number of HCP communication channels delivered by any insourced or outsourced infrastructures. Phynyx DataCentral™ also makes interaction data available back to the infrastructures for their own use in campaign orchestration, personalization of touch points and content, and many other purposes such as campaign reporting. The performance manager enables the use of a consistent "waterfall" taxonomy of performance measures to analyze the data for performance of any customer groups or channels, to derive deeper analytical insights, and ultimately facilitate decision-making on optimization of channel mix.

## Enabling The Shift



## Multichannel Campaign Management: Phynyx™ + ChannelHQ™



## Case Study: Cross Channel Campaign Designer

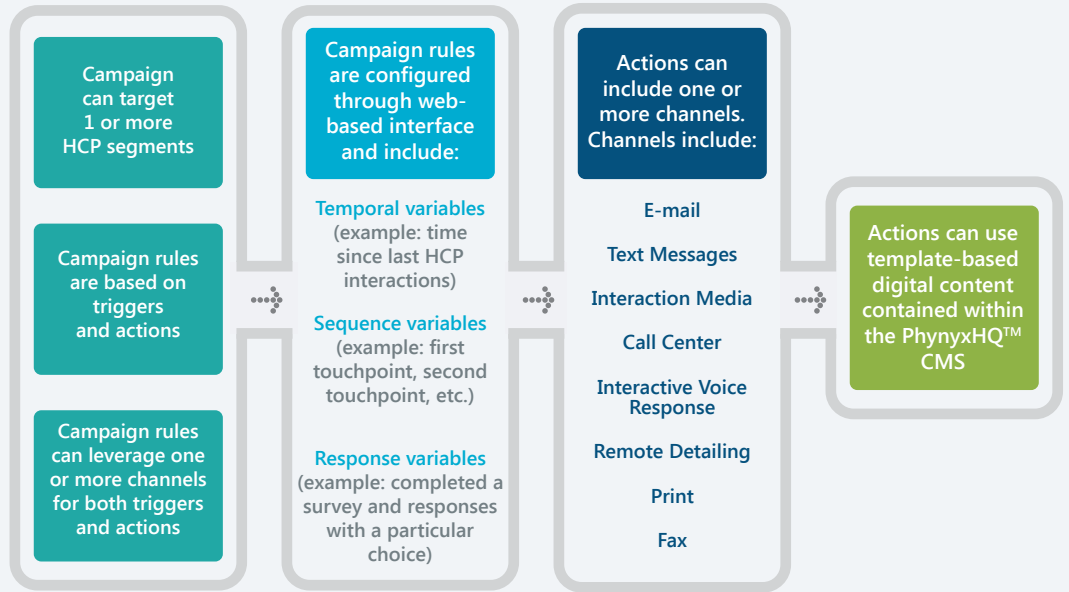
### Challenge

A multichannel campaign management program with an oncology franchise of a global top 5 pharma was looking to integrate channels across its stakeholders

### Solutions

A comprehensive program targeting various stakeholders, including:

- Oncologists
- Hematologists
- Radiologists
- Pharmacists
- Patients
- Caregivers



### Solution

- Deployed infrastructure to reach multiple audiences through multiple channels
- Ensured consistent customer experience
- Partnered with strategic AORs to leverage strategy, original content and key messages into multiple digital and non-digital tactics
- Optimized the mix of tactics and channels based on each brand's objectives
- Cross-channel recruitment and integration

### Channels Deployed



### Results

**4x**  
Increase in HCP visits to digital assets per quarter

Time spent (mins.) reading digital assets  
**8-10**  
BY PHYSICIANS

**12-15**  
BY REGISTERED NURSE

Programs launched in  
**11**  
additional markets

Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

**TALK TO US**



Submit information request

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