

## First-of-its-kind structured framework to digitally empower pharma industry

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**Devised by industry experts particularly for markets that lack prescription data**

Bolstering digital efficiencies to effectively evaluate results in markets that face acute scarcity of prescription data points, a unique structured framework – ‘Intent-to-Prescribe or I2P’ has been launched to equip pharma industry adequately measure outcomes of digital marketing initiatives.

The framework has been worked upon to bridge the gap that exists with respect to western markets where script or prescription lifts are easily calculable on account of ample availability of data sets.

The I2P framework is a key component of D2 – *Driven by Digital, Powered by Data*, a joint initiative of Doceree and MedicinMan. It aims to bring transparency in digital outcomes by providing a first-ever measurement tool - a distinct I2P score - derived from quantifiable campaign metrics such as impressions, CTR, view time, among others. It is part of an in-depth whitepaper that seeks to measure success and introduces a benchmark in digital communications and marketing for the pharmaceutical industry.

Propelled by the fact that improving outcomes is possible if there is a defined way to gauge outcomes, the tool was announced at a roundtable event in Mumbai that saw participation of prominent industry leaders.

*Photo caption- L-R : Gauri Chaudhari - Co-founder, Brand Innerworld , Anup Soans – Editor, MedicinMan, Harshit Jain - Founder & Global CEO, Doceree, Sumeet Chandna - Consulting Partner, EY India Life Sciences, Preeti Futnani - General Manager, Sanofi Vaccines (India), K Girisan - Managing Director, Menarini (India), T.R. Prasad - General Manager & Country Head, Abbott Point Of Care (India), Preetha Vasarji – President, Emerging Markets Doceree, Vinay Pinto - Executive Director, Wallace Pharma , Milind Thatte - Managing Director, Procter & Gamble Health, Salil Kallianpur - Editorial Board, Medicinman*