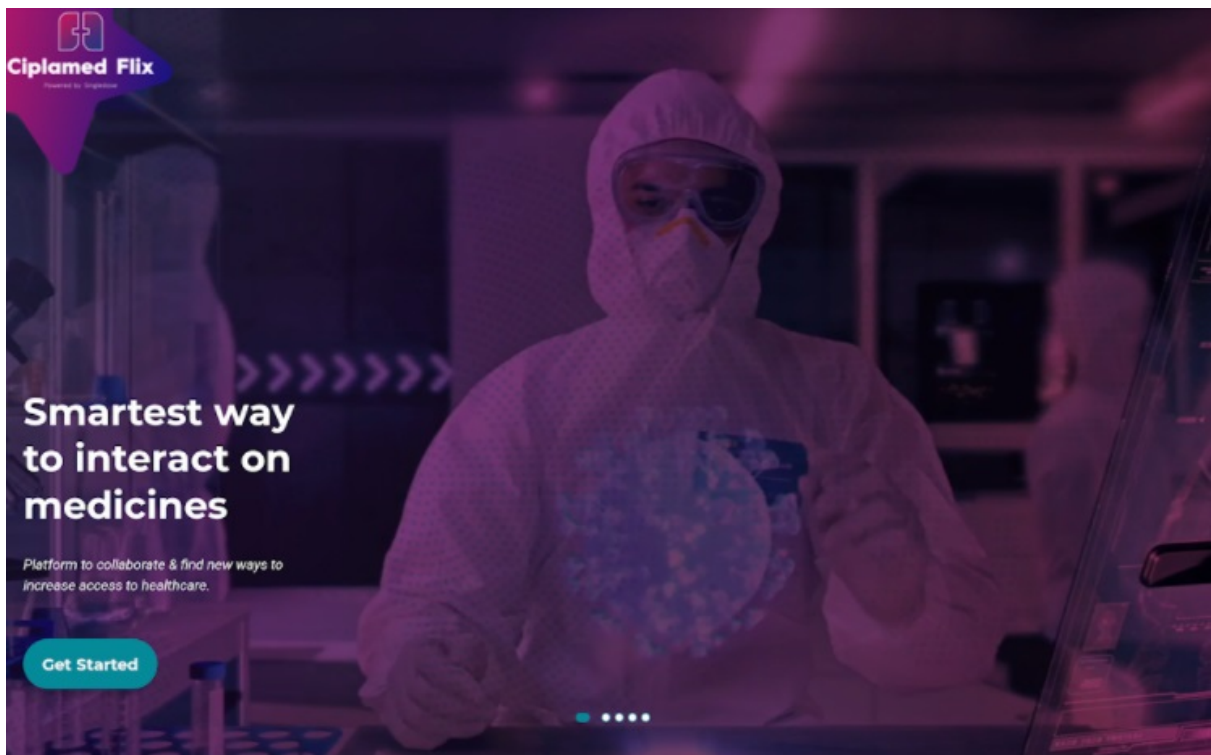


Cipla

Case Study : Ciplamed flix



The HCP platform is designed to amplify learning and simply collaborate on medicines. Industry interactions are now on-demand and accessed anywhere, anytime. Jump right in and experience a new way to interact with medicines.

What did the customer want?

The customer wanted to develop an end-to-end cross-platform mobile app for android and iOS releases and web platform

Our approach

Airrchip designed and developed the app on react native and react js in record time using agile methods.

The app has now enabled hundreds of doctors and medical representatives of a large pharmaceutical enterprise to be able to obtain personalized and curated content information about medicines, product launches, presentations and news articles in a matter of quick taps .

Airrchip also performed third party integrations for the app for marketing automation .

Features

- High-Value CMEs by healthcare superstars in multiple languages.
- Spotlight on recent news.
- Check out premium articles, presentations & books on-demand.
- Discover new launches & make brands available in just 2 taps.

Benefits

1. Increase in user engagement

2. Through user data the company can now offer product recommendations to the right HCP at the right time

3. Doctors & MRs are closely connected with each other for appointments and content sharing