

Building robust data infrastructure for better AI based marketing for life sciences

 Product for AI era

The problem



Muddy data = failed AI projects + failed compliance

We built the gold standard in marketing data sets for
Indian pharma

Why Multiplier AI?



	Capability	Case study
Delivered for top logos	Across company data cleanup, update and augmentation	Abbott, Cipla, Microlabs, JB Chemicals, Mankind
Complete module	10 years in data analytics and AI only: <ul style="list-style-type: none">- Cleanup module- Data augmentation- Integration	
Tech stack	Fully automated Built for life science	
In built AI	predictive of doctor intent	
Unique model	co-commercialization model	

Why Multiplier? AI to ROI (tech to custom solutions)



1. Strong tech stack for Indian doctors
2. Flexible delivery on saas and custom tech/ data model
3. AI legacy: 7+ years, 70+ people including doctors and data scientists.

We have replaced Salesforce and IBM Watson at top installations in Asia

4. USP:

- Mine internal to login based sites such as doctor networking platforms
- Proprietary analytics models:
 - Psychographic profiles
 - Interests including topics, hobbies
 - Drug sentiment
 - Alignment to competition

Client traction

Cipla


glenmark
A new way for a new world


SUN
PHARMA

Dr.Reddy's 

 **GALDERMA**

**J. B. CHEMICALS &
PHARMACEUTICALS LIMITED**

 **Medtronic**

Smith+Nephew


COVIDIEN

MedPlus+ 

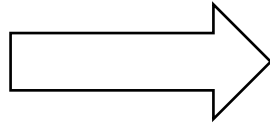
 **Roche**


Apollo

So what does our digital insights platform do



Better doctor prioritization
& targeting

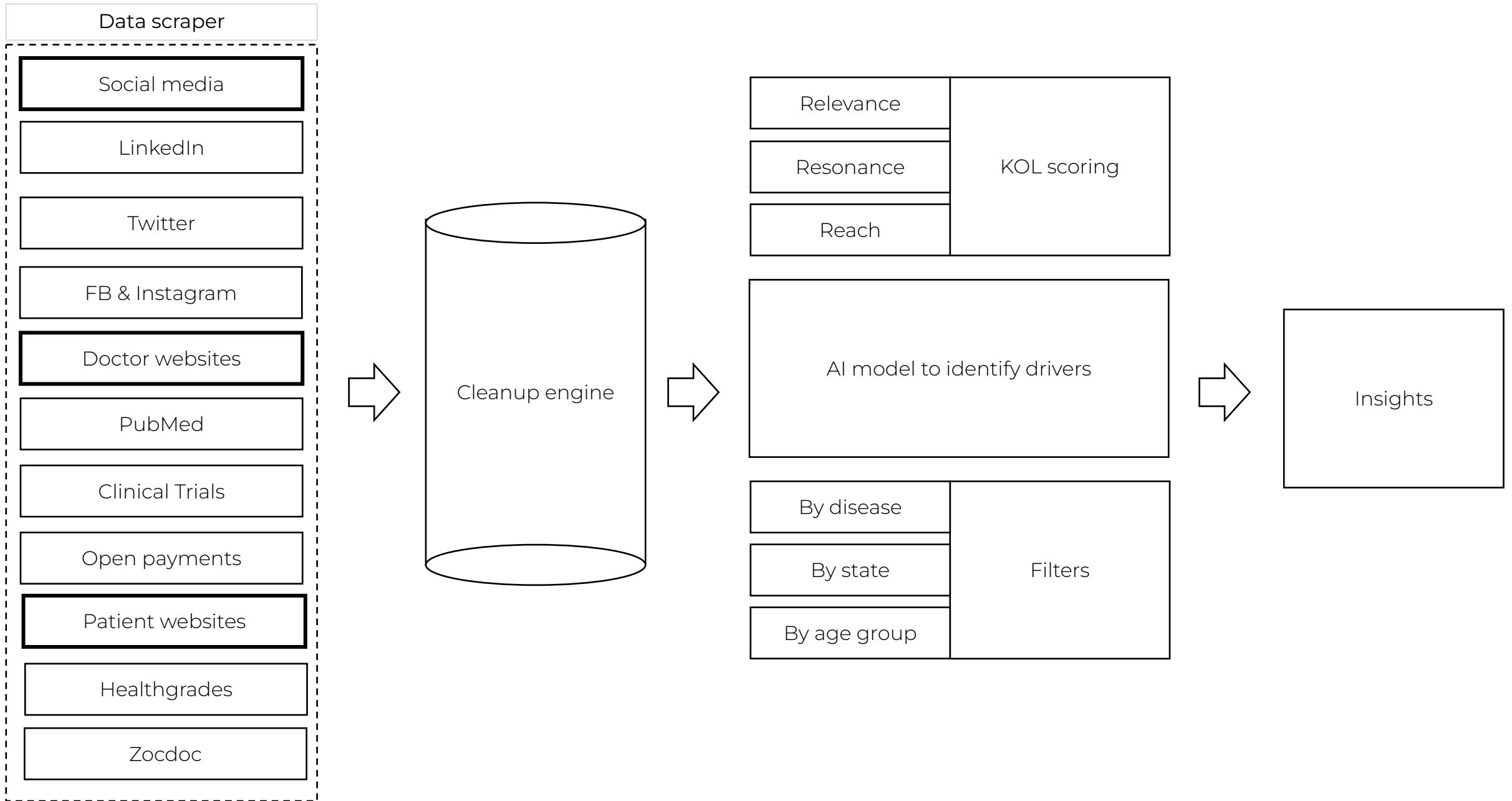


For Medical Rep: provides a detailed doctor profile giving 15 parameters including how to target

For Pharma Marketer: provides doctor lists, detailed social media profile including patient potential, content inclination, psychographic profile

For Doctor: provides a detailed report on improving their digital patient footfalls

Strong Technology for KOL Profiling



Building vital leadership for AI era

1. Adding 1 client per fortnight in large pharma
2. Shifting game to competing on entire data universes instead of few 100 or 1000 doctors

Thank You!

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Multiplier

AI Powered Healthcare Marketing

