

DIGITAL PROFILING

A space that promotes the physician-patient relationship through dialogue and mutual understanding: it is a direct challenge to search and decode the information reported by people on social issues that can no longer be avoided.



MediPragma is a research based company specialized in the healthcare area, which has offered tailor-made solutions and consultancy to pharmaceutical, cosmetic and diagnostic companies. Our main goal is to provide our clients with high quality services to help them improve their performance.

We support:

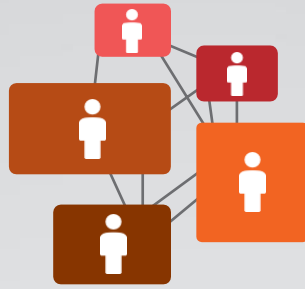
- + Top management to boost profit with customer-oriented strategies;
- + Organizations measuring and optimizing performance as well as the return on investment;
- + Business intelligence to raise market, costumers and brand awareness;
- + Innovators in creating successful value proposition.



DIGITAL PROFILING



It consists of an attitudinal segmentation of targets in relation to the differential approach of each cluster. Therefore, it takes into account digital channels and ranking criteria used for choosing drugs in relation to different segments of personas. It also draws a differential profile of different drugs for individual segments, clusters and personas.



GOALS

Customer profiling

Customer multi-channel behaviour

Customer behaviour

Customer value

Customer personas

ANALYSIS

MMRD

APPROACH



In-Depth Interviews



Quantitative



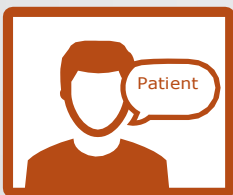
Social network



Analytics



Physician



Patient



Stakeholder

PERSONAS

OUTPUT

Information management



Digital feeling



Report data

