

# MEDICAL MARKETING & ENGAGEMENT

Data-driven brand differentiation that maximizes product use and stakeholder engagement.

---

## WHY SPRIM PRO

### MARKETING INTELLIGENCE

Strategy emerges from multiple inputs, including feedback from HCPs, regulatory analyses, consumer trends, market dynamics, region-specific issues, and industry innovation

### DESIGN THINKING APPROACH

Established, iterative process enables precision targeting to meet product-specific needs

### POLARITY MANAGEMENT

Identify and remediate gaps between HCP and consumer perceptions to build shared understanding and an optimal brand user experience, across channels

### KPI TRACKING

Proprietary Engagement Score (SES) measures HCP engagement through net promoter score (NPS), strategic research and data analysis

### BIG DATA AND TREND TRACKING

Proprietary Health & Wellness Overwatch system measures social, economic, technological and environmental data, to provide actionable insights that increase consumer use and HPC recommendations

### OMNICHANNEL PRESENCE

Improving the end-to-end customer experience through integration of digital and offline channels

## **SPECIALIZED SERVICES**

- Customized training programs designed for HCPs, pharmacists, nutritionists, therapeutic area specialists, dentists, consumers, and corporate teams
- Medical visits by SPRIM PRO expert network