

Hidoc Dr. **SERVICES** Brochure

#1 Medical Platform for Doctors Features Covering 1.1 Million
Registered Doctors Across India 1 in 2 Doctors in India is an active
user of Hidoc Dr.



Part of the Ayushman Bharat PM-JAY
Health Tech Initiative

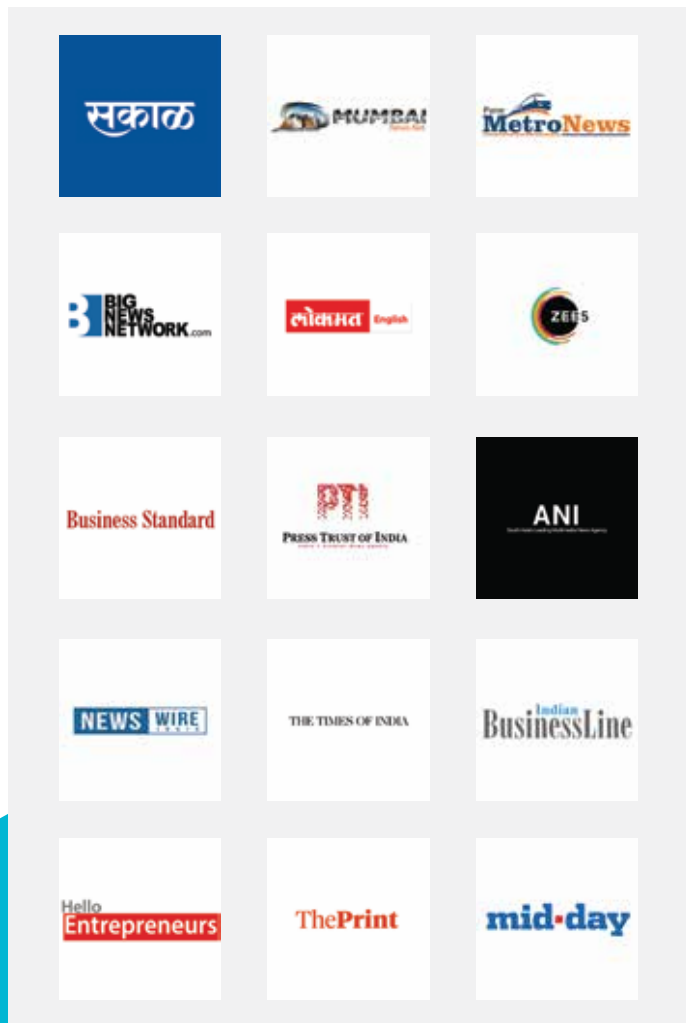
ABOUT COMPANY

Launched in December 2017 Hidoc Dr. is an AI based Medical Learning App for Doctors. It provides Doctors with guaranteed Evidence Based MEDICAL SECOND OPINIONS in under 15 minutes, and access to more than 1 million Medical Cases, 30K+ Medical Journals, Learning Series, Medical Calculators, Conferences, and Quizzes.

Hidoc Dr. assists in patient care by always providing Doctors the right advice to complex medical problems in a matter of a few minutes. Almost 1.1 Million Doctors in India have registered on Hidoc Dr. App & Web Solutions. Almost 800K Doctors use Hidoc solutions per month and almost 100K Doctors attend Webinars hosted by Hidoc per month.

Hidoc Dr. has been recommended and used by multiple Medical Associations such as ISCCM, AOI, IAP, IMA, FOSGI and used by Doctors in leading institutions such as PGI, AIIMS, BJMC, JJ and CMC among others.

Hidoc Dr. assists pharmaceutical companies, hospitals and pharmacies to showcase targeted advertisements to Doctors filtered by demographic and geographical based targeting.



Hidoc Dr. #1 medical app for doctors where more than 1.1 Million doctors from all over India come together to discuss, consult and exchange ideas. Hidoc Dr. caters extensively as a doctor advertising platform as well as a doctor marketing platform. We assist pharmaceutical companies to achieve their marketing goals effectively by providing them a gigantic stage for marketing to doctors. Hidoc Dr. assists digital marketing initiatives from start to end while keeping transparency and attaining ROI.

OUR SERVICES

CONTENT SERVICES

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DOCTOR MARKETING

MBBS/PG STUDENT
MARKETING

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PHYSICAL DOCTOR
MARKETING SERVICES

PATIENT OUTREACH
EFFORTS

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WEBINAR SERVICES

SOFTWARE
DEVELOPMENT SERVICES

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SPECIAL INITIATIVES

CONTENT SERVICES



CME

Recording, Editing and Publishing

Hidoc Dr. will assist in CME recording, editing and publishing with assistance to curate the script, presentation/slide deck along with end to end support.



ARTICLE

Editing & Publishing

Hidoc dr. is equipped with an extremely talented medical content team that can assist to create, edit or modify, publish free full-text Articles, Up-To-Date Articles and Paid Articles.



CASE STUDY

Editing & Publishing

Hidoc Dr. with an extensive experience in creating, repurposing and publishing case studies can assist your brand to curate Case Studies as per the respective Brand / Therapy Area / Specializations.



BANNER/INFOGRAPHIC

Designing

Hidoc Dr. can help you create detailed, informative and appealing infographics/banners for your brand with detail oriented designing and carefully drafted medical content.



PODCAST

Recording, Editing & Publishing

Hidoc Dr. can assist in end to end process of your podcast recording, editing and publishing requirements. This can also include script editing, on-boarding voice artist, etc.



QUIZ/SURVEY

Editing & Publishing

Hidoc Dr has 30+ inhouse content and medical team across 30+ specialiasion. Hidoc will edit Brand / Therapy Specific Quizzes and Surveys and provide 500+ responses for the campaign.

Get In Touch



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CONTENT SERVICES

BANNER/ INFOGRAPHIC



PODCAST

Click anywhere to play podcast

Treatment of algorithm for management of urticaria 16:20

National experts come together in a unique endeavor to share snippets on 2021 international EAACI/GA²LLN/EuroGuiDerm/APAAACI guideline for management of urticaria along with their own clinical experience. Hear from Dr. Mukesh Gindhar on 'treatment algorithm for management of urticaria'.

Uptosing of antihistamines in chronic urticaria 19:00

National experts come together in a unique endeavor to share snippets on 2021 international EAACI/GA²LLN/EuroGuiDerm/APAAACI guideline for management of urticaria along with their own clinical experience. Hear from Dr. Susha Tahiliani on 'Uptosing of antihistamines in chronic urticaria'.

CASE STUDY

CASE REPORT
10 year old obese child with gut dysbiosis

CASE HISTORY

A 10-year-old obese child, having constipation and bloating, abdominal pain, and weight loss.

MEDICAL HISTORY

The patient was previously healthy and had no significant medical history.

PHYSICAL EXAMINATION

On physical examination, the patient appeared healthy with no significant findings.

LABORATORY INVESTIGATIONS

Investigations were performed to rule out infectious, inflammatory, and autoimmune causes.

DIAGNOSIS

The patient was diagnosed with gut dysbiosis based on clinical history and laboratory findings.

TREATMENT

The patient was treated with probiotics and dietary modifications.

CONCLUSION

Probiotics are an effective treatment for gut dysbiosis in children.

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DOCTOR MARKETING SERVICES



LEAD GENERATION

Hidoc Dr. has an extremely high success rate with Lead generation campaigns with our effective omni channel approach strategy. Backed up with an expert team of end to end marketers taking care of your digital outreach, lead verification and providing you the best ROI with high quality leads.



CME MARKETING

CME Videos being an excellent source of education and information. Hidoc Dr. will help your CME Videos reach to PAN India Doctors, Registered with Hidoc Dr. as per Location, Specialization using Omni Channel Marketing Strategies.



ARTICLE/CASE STUDY MARKETING

Articles & Case studies being an excellent medium of engagement. Hidoc will help you reach your Articles and Case Studies to PAN India Doctors which Register with Hidoc Dr. as per Location, Specialization using Omni Channel Marketing Strategies.



BANNER ADS MARKETING

The most engaging medium of information is banner/infographic advertisements. Hidoc Dr. would aid in marketing to PAN India Doctors Registered with Hidoc Dr. based on Specialization and customer needs. Banner ads will appear on the Hidoc Dr. App & Web.



QUIZZES

Hidoc quizzes are an excellent medium of understanding the knowledge level of HCPs and can be conducted at regular intervals of your campaign to serve the purpose of educating as well as engaging HCPs.



PODCAST MARKETING

Podcasting is an effective way to bridge the communication gap with your target audience. Hidoc will assist to market your Podcast to PAN India Doctors as per your requirements along with insightful analytics to help you check the outcome.

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PROMO GIF/MP4 VIDEOS

Hidoc Dr. can utilize Promo Gif/MP4 videos in order to engage HCPs all across India through our excellent outreach efforts of omni-channel marketing to any targeted specializations.



WHATSAPP MARKETING

Hidoc WhatsApp marketing can be a great mix for your brand content engagement. We can assist you to get a high number of HCPs engaging through WhatsApp marketing within the specified region, specializations.



SURVEYS & NEGATE MARKETING

Hidoc Dr. has always been a step ahead of the competition in terms of providing the best solutions to our clients in terms of delivering maximum ROI while maintaining high quality service also assist you with Negate Target Marketing in order to achieve your Brand/Molecule/Product Goals.



MICROSITE DEVELOPMENT

Hidoc Dr. is an industry expert in building simple as well as highly complex microsites & dashboards. Our microsites are utilized for campaign run across India for a various number of brands and specializations. Hidoc microsites are the key to conduct the digital marketing campaigns.



INTEREST LEVEL TARGETING

With Hidoc Dr. interest level targeting you control the parameters for how and where your adverts are delivered. Based on the following factors, you may alter your target audience to be as broad or specific as you wish. One can target HCP's by their Interest, Content Preferences, Covered/Not Covered, Location, Age group, Prescription habits, competitor marketing, etc.



HONORARIUM MANAGEMENT

Hidoc Dr. can assist with managing the Honorarium to HCP's if your brand/organization has any compliance issues. Hidoc Dr. can provide the Honorarium assistance for all the services client wants assistance with.



ASSOCIATION HOSTED E-CERTIFICATION W/CE POINTS

Hidoc will assist with the E-Certification program with the Medical Associations as per your requirement and provide end-to-end assistance including the Credit points. Implementing Association Certified events would add lot of value for your therapy area and Brand.

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DOCTOR MARKETING SERVICES

QUIZ

Antimicrobial Resistance

AMS Overview Myths and Facts Quiz

Be a part of AMR campaign, to take a pledge to stop superbugs, and help protect tomorrow

TAKE A PLEDGE

Value of Effective Antimicrobial Stewardship (AMS)

What is AMS?

A multi-disciplinary approach designed to implement a coherent set of actions that promotes the responsible use of antimicrobials, in order to improve patient outcomes, safety and public health, reduce the development of antimicrobial resistance (AMR) and hospital-acquired infections, and decrease healthcare costs.¹

LEAD GENERATION

Efficacy of Zavicefta in

ZAVICEFTA

800 Up to 100 hours in 1000 hours of Zavicefta

Enter Full Name

Enter Mobile No

Enter Email Id

Enter City

Enter Hospital Name

Select Specialization

T&C

Submit

Address: Pfizer Limited, The Gateway, 100-101, 102-103, 104-105, 106-107, 108-109, 110-111, 112-113, 114-115, 116-117, 118-119, 120-121, 122-123, 124-125, 126-127, 128-129, 130-131, 132-133, 134-135, 136-137, 138-139, 140-141, 142-143, 144-145, 146-147, 148-149, 150-151, 152-153, 154-155, 156-157, 158-159, 160-161, 162-163, 164-165, 166-167, 168-169, 170-171, 172-173, 174-175, 176-177, 178-179, 180-181, 182-183, 184-185, 186-187, 188-189, 190-191, 192-193, 194-195, 196-197, 198-199, 200-201, 202-203, 204-205, 206-207, 208-209, 210-211, 212-213, 214-215, 216-217, 218-219, 220-221, 222-223, 224-225, 226-227, 228-229, 230-231, 232-233, 234-235, 236-237, 238-239, 240-241, 242-243, 244-245, 246-247, 248-249, 250-251, 252-253, 254-255, 256-257, 258-259, 260-261, 262-263, 264-265, 266-267, 268-269, 270-271, 272-273, 274-275, 276-277, 278-279, 280-281, 282-283, 284-285, 286-287, 288-289, 290-291, 292-293, 294-295, 296-297, 298-299, 300-301, 302-303, 304-305, 306-307, 308-309, 310-311, 312-313, 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MBBS/PG STUDENT MARKETING SERVICES



YOUNG PHYSICIAN MARKETING (NAT)

The National Medical Aptitude Test is one of the first tests provided by the Hidoc DNP platform. More than 25,000 students will take the NMA Test. This test will be attended by around 25% of India's Medical Students. This would be the first of its type in the country for any Digital Marketing Platforms. Hidoc Dr. will award up to INR 1,00,000 to the first 15 students who take this test.



STUDENT MARKETING

College Doc- The new Collegedoc website, launched by Hidoc Dr., enables any college in the country to easily post their events. We offer a ready-made template for colleges which enables them to promote their event, integrate payments, gather registrations for their regular events, and manage their registrations.

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PHYSICAL DOCTOR MARKETING SERVICES



PHYSICAL EVENT MARKETING

Hidoc Dr. can assist you with all your outdoor event marketing, right from creating event E- invites to registration forms, etc. Hidoc can also provide you with an online recorded version of the event with basic video editing provided. Hidoc has a strong technical team to support the event for re-streaming assistance and helping your event reach the right target audience via our omni channel strategy.



AIRPORT ADVERTISING

Hidoc with its extremely effective reach can also help meet your requirement for Airport Digital Advertisements during Medical conferences and events. Digital advertising opens up new options for even more creative dynamic advertising, whether static or animated, digital gives you the flexibility to regularly change your message at the touch of a button.



IN-PERSON QUIZZES & SURVEYS

Hidoc Dr. will assist you with In-Person Quizzes and Surveys, including all sorts of Organoleptic, Quantitative, and Qualitative campaigns as required by the client company.



PRESS RELEASE

Hidoc can help you promote a press release in more than 120 magazines and journals. Hidoc is responsible for carrying out the whole release, including writing the release and disseminating it. Indexing on Google News & Top Feed Websites is ensured.

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PHYSICAL DOCTOR MARKETING SERVICES

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PATIENT OUTREACH EFFORTS



SOCIAL MEDIA ENGAGEMENT WITH PATIENTS

Hidoc Dr. can assist with the Social Media Engagement services on all Social Media platforms like Facebook/LinkedIn/Instagram/Quora/Twitter/YouTube as per your requirement and choice.



PATIENT VIDEOS

Content Designing, Editing & Publishing – Hidoc can help you create, edit, repurpose and market informative and educational patient videos which can be packaged and promoted to the right audience based on the right region, therapy area.



WHATSAPP CHATBOTS

Hidoc Dr. can assist with custom WhatsApp Chatbot for your Brands. This will help client to automatically answer Doctors questions about your products and services, share content, and send notifications.



WEBSITE DEVELOPMENT

Hidoc Dr. is an industry expert when it comes to building simple as well as highly complex Websites with various integration & dashboards. Hidoc Dr. can assist you with the Integration of Google Analytics as per your requirement.

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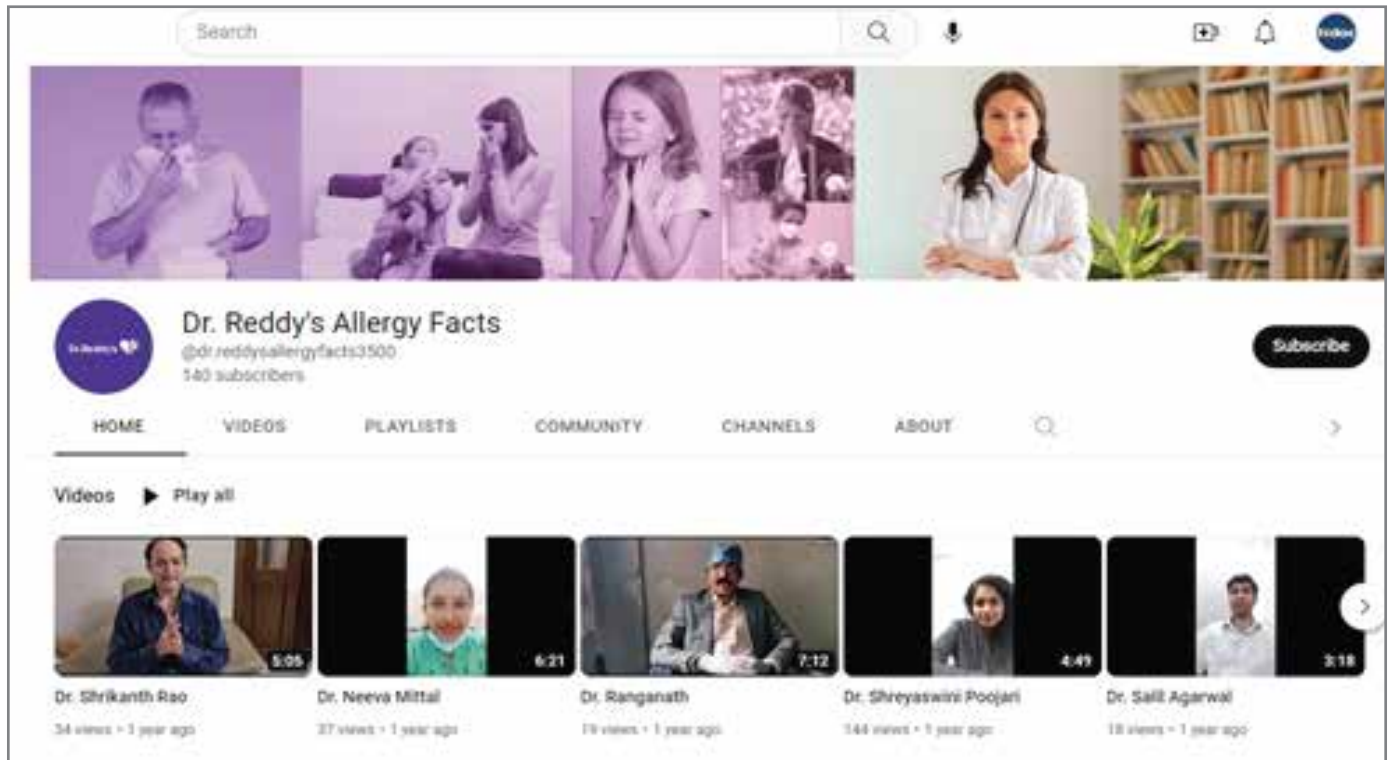
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PATIENT OUTREACH EFFORTS

PATIENT EDUCATION VIDEO



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WEBINAR SERVICES



WEBINAR HOSTING

Hidoc Dr. can help you host webinar on preferred platform like Zoom, Cisco, Webex & Hidoc Dr webinar panel. It has the capacity to manage a large number of registrations and attendees at one single time. Hidoc dr. team can provide end to end technical support for managing and executing the webinar.



WEBINAR MARKETING

Hidoc Dr. can assist for Webinar Marketing including Pre-Marketing and Post-Marketing. Through Hidoc marketing we are able to provide confirmed registrations and attendees as per the specialization and time duration.



WEBINAR BROCHURE/CREATIVE/ PPT DESIGN

Hidoc Dr. can assist with the Speaker PPT Designing, Webinar Brochures creating and the Registration forms, Invitation links Making as per client company requirement.



WEBINAR LIVE STREAMING ON SOCIAL MEDIA

As per your requirement, Hidoc Dr. will assist for Live Streaming of Webinar on Facebook or You Tube. Also, assist to manage the attendees & Q & A.



KOL ASSISTANCE FOR WEBINARS

Hidoc Dr. can help you with the best suitable KOL Selection and shortlisting for your webinars as per your requirements. With Hidoc KOL Factory we can provide you with Top KOLs of the Industry for webinars.



SCRIPT DESIGNING AND PUBLISHING

Hidoc Dr. can assist you with the designing of the content/script as per your choice and publish on Hidoc Dr. Web/App for Marketing.



E-CERTIFICATION FOR ALL HOSTED WEBINARS

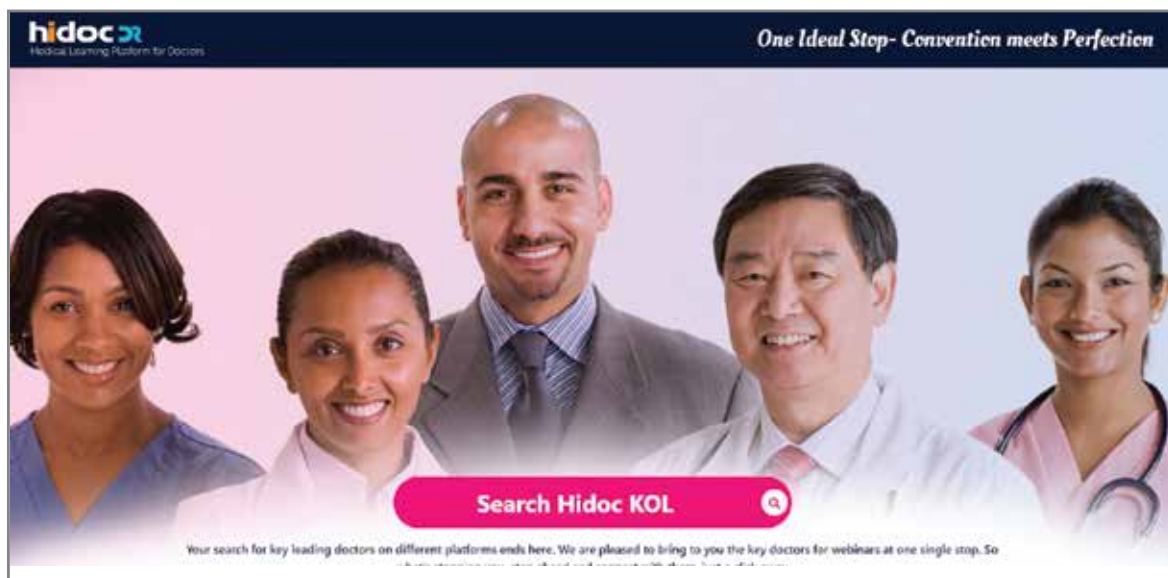
Hidoc can assist with the E-Certification Webinars with the Medical Associations as per your requirement helping in increase of Webinar Attendees among Doctors and creating an excitement for participation.

WEBINAR SERVICES

WEBINAR HOSTING

The screenshot shows a webinar landing page for Cipla. The header features the Cipla logo and the title 'Best Relief in Allergic Asthma'. Below this, the date and time are listed: 'Thursday 9:00 - 10:30 PM 26th May 2022'. A message states 'Webinar has ended Thank you for watching us live!'. On the right, there is a registration form with fields for 'Dr. Full Name', 'Email ID', 'Mobile Number', and 'Select State'. Below the form are two buttons: 'Register Now!' and 'Already Registered? Click Here'. At the bottom, there is a section titled 'SPEAKERS'.

KOL SELECTION



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SOFTWARE DEVELOPMENT SERVICES



WEBSITE CREATION

Hidoc Dr. is an industry expert when it comes to building simple as well as highly complex Websites with various integration & dashboards.



MOBILE APP DEVELOPMENT

Hidoc Dr. can help develop Android and IOS Mobile apps as per client requirements.



UI/UX DESIGN

Hidoc Dr. can generate the UI/UX designs for the Website as well as mobile apps as per your brand requirements.



SEO OPTIMIZATION & BACKLINKING

SEO (Search Engine Optimization) It is a strategy that focuses on your website's presence in search results on Search engines like Google, Hidoc Dr. can assist with the Backlinking as your requirement.

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SOFTWARE DEVELOPMENT SERVICES




Are you a



Patient



Care giver



Doctor

Register

By clicking on 'Register' you agree to our [Terms & Conditions](#)



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SPECIAL INITIATIVES



KOL FACTORY

KOL Selection among 700+ Key Opinion Leaders across the globe – Hidoc KOL Factory offers a connection to bridge the gap between drug companies and reputed Doctors. Hidoc Dr. can assist you with Top KOL's for any of your campaigns.



BRAND AUDIT

At Hidoc consulting we look at brands from a strategic lens and assist to improve the digital presence of a brand. A brand audit will help identify the value of your brand, the awareness of your brand, the deficiencies of your brand, the threats of your competitors, and so on.



EVENT MARKETING

Major Days play an important role in a brand plan. It's essential to showcase the Major Days in the best possible way to HCP Pan India. Hidoc has come up with an easy solution to assist brand managers.



HOSPITAL MARKETING SERVICES

Hidoc Dr. can assist with all sort of Hospital marketing services for the doctors including Website developments, Marketing as per your requirement.



VIRTUAL SALES SOLUTION

VSS, a tailored Solution to provide essential opportunity to get essential Insight and engage with Industry through Leaders and unlock the potential of your brand, Stimulate Innovation by deepening ties with KOLs and KBLs



HLTHADS

A new age programmatic Ads Marketing Platform when Targeting Doctors In India, With Over 30+ Publishers and 5Lakh Reach across 40+ Specialization in India Making one of the Top Ad Providers in India

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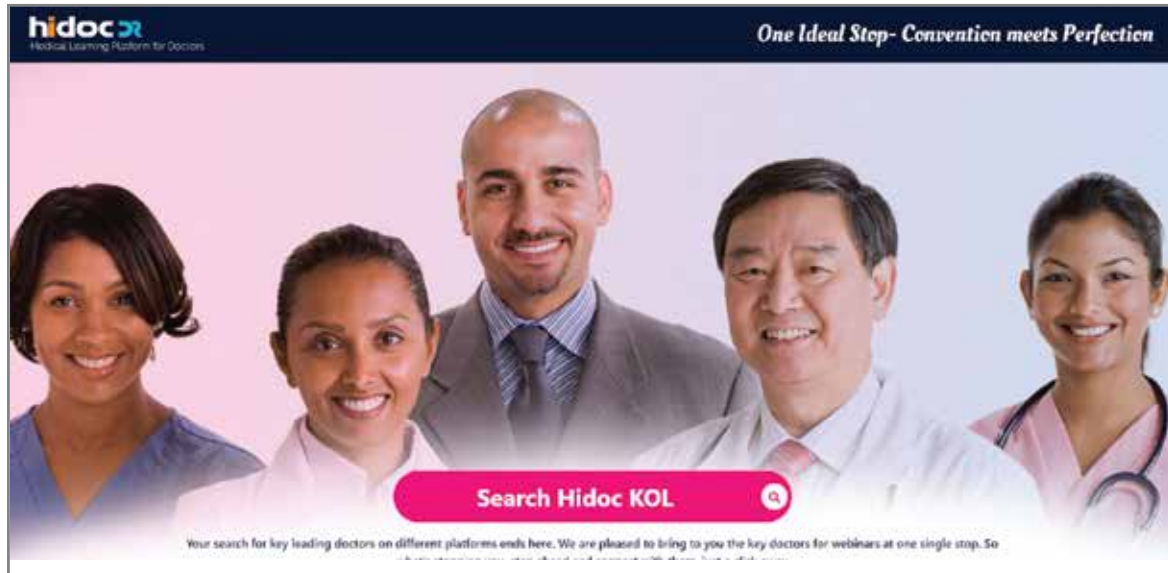
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SPECIAL INITIATIVES

KOL FACTORY



EVENT MARKETING



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SPECIAL INITIATIVES

CHATGPT 3

The "Ask Me Anything" feature has multiple uses which include:

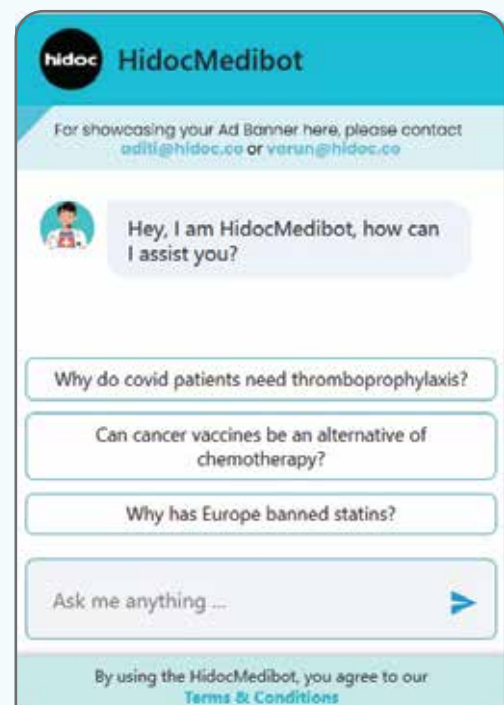
- Obtaining answers to broad questions: You can obtain answers to all your queries just by asking them in Hidoc. The algorithm will generate a suitable answer for you which will contain all summarized points related to your query.
- Obtain summaries of different research topics: Healthcare professionals can obtain all relevant information from their searched keywords.
- Getting answers to FAQs: It often becomes difficult for doctors to remember every possible thing, In such cases, the doctors can easily use the Ask Me Anything feature to get the answers to their queries.
- To manage medications: It can provide various useful information about drug interactions, contraindications, and other considerations affecting medication management.
- In detecting disease conditions: As the model can help in analyzing huge volumes of data, it can be used to indicate the emergence of new diseases or the current condition of different diseases.

The users of Hidoc are overwhelmed to obtain this Ask Me Anything feature at their touch point. As they are able to use it to solve all sorts of queries from this feature. They can even get the minute details of symptoms, diagnosis, and treatment which would eventually help them with better patient care.

HIDOCMEDIBOT

Introducing the world's first medical chatbot, HidocMedibot, developed by Hidoc Dr, a global doctor networking and medical learning platform. HidocMedibot is designed to be a super-useful tool that aims to ease tasks and enhance patient outcomes. With this chatbot, you can now access a wealth of medical knowledge and resources at your fingertips. It comes with the following features:

- Answering all medical-related queries within a span of seconds
- Obtaining the required content and its link, just by asking the bot
- Accessing all medical content of the Hidoc platform
- Obtaining suitable contacts for seeking expert opinion.



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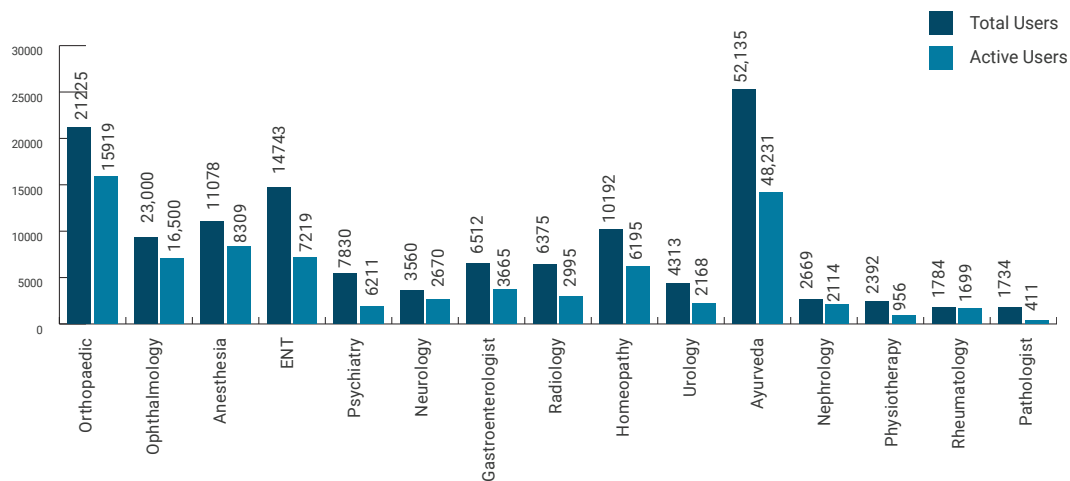
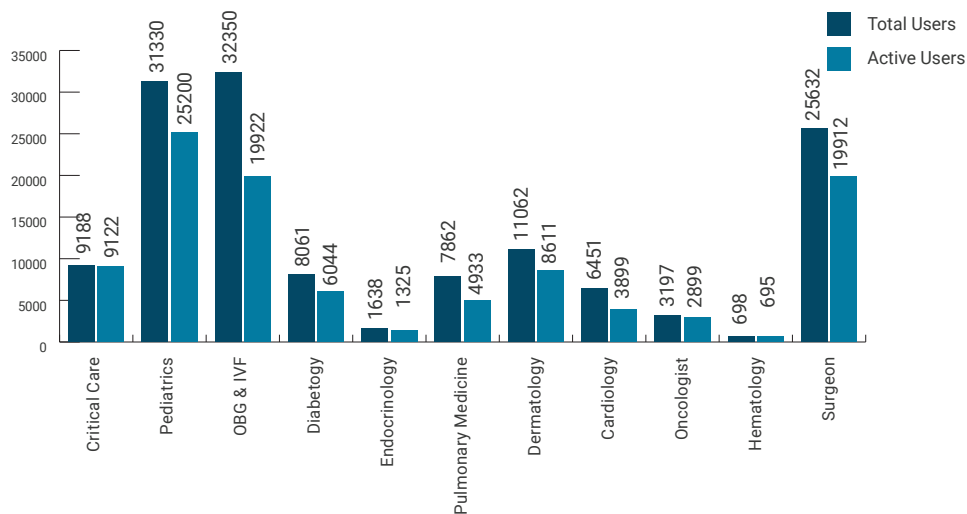
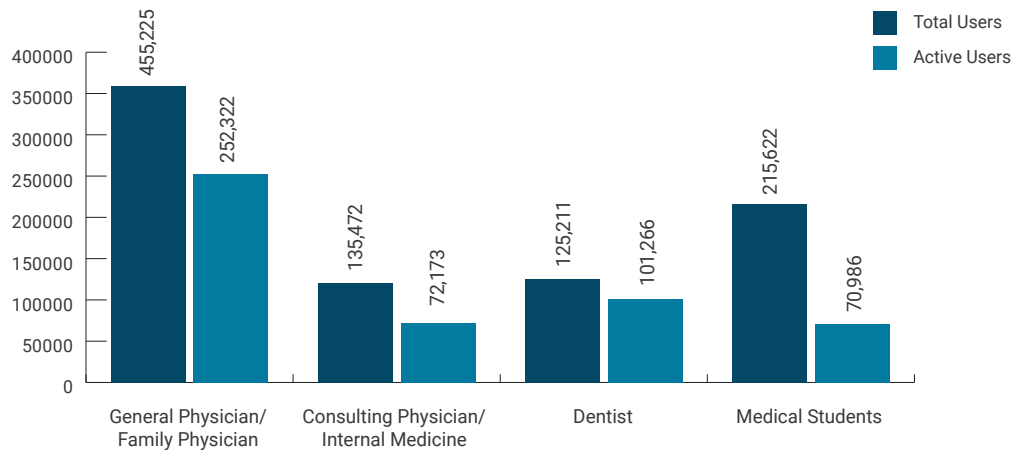
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OUR USERS

ALL SPECIALIZATION DEMOGRAPHICS

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