

OUR OFFERINGS

Tailored Solutions for Transformative Impact

Our solutions, underpinned by our deep life science domain expertise and advanced AI technologies, are purpose-built to address the evolving complexities of the life sciences ecosystem. Across the life sciences value chain (from research lab to market), we deliver scaled outcomes – efficiency, and effectiveness, and enable our clients to stay ahead in an increasingly dynamic world.

Enterprise Commercial Solutions

Sales and marketing (commercial operations) account for the largest share of operational spend in the life sciences industry. Yet, they are:

- Unscalable for hyper-personalizing content, campaigns and experiences across the enterprise
- Inflexible in adapting content supply chains at a global and local level
- Siloed to unlock value from data and enable faster speed-to-customer insights

Our Enterprise Commercial Solutions enable clients to transform their sales and marketing operations with a blend of customer experience design, technology-led solutions, and digital execution capabilities. We design, deploy, and measure personalized marketing campaigns, develop global and local commercial content and hence deliver superior outcomes and experiences for HCPs and patients. Our solutions leverage proprietary NLP and GenAI-based tools and platforms for improving quality and efficiency. Further, by integrating our creative content capabilities with GenAI and an agentic workforce, we are at the forefront of automating derivative content production and creative operations and hence transforming agency operations in the life sciences industry.

Solutions

Strategy and Consulting Services

Patient Services

Marketing Operations

Technology Transformation

Data and Analytics

Creative and Content Services

56%  
Revenue Contribution



Enterprise Medical Solutions

Life sciences companies face several challenges in their medical and regulatory operations. On the one hand, the volume, variety and velocity of scientific content that needs to be developed has increased manifold. On the other hand, expectations of external stakeholders – HCPs, patients and payers – about how life sciences companies address their education and information needs have evolved quite significantly. In addition, medical and regulatory teams in life sciences companies are confronted with rising volumes of adverse event reports and complex, dynamic regulations. Traditional approaches are often:

- Suboptimal in adapting to changing expectations of scientific and medical content
- Not adequate to personalize stakeholder experiences
- Challenged in keeping pace with rapidly evolving regulatory requirements
- Not scalable to manage growing volume of adverse event cases

We help overcome these challenges by establishing CoEs, comprising multidisciplinary teams to consolidate large-scale regulatory and medical operations. These teams work seamlessly with our suite of NEXT platforms and GenAI agents to deliver speed, quality and efficiency in medical writing, medical review of content and adverse event processing and reporting. Further, we are at the forefront of enabling medical teams of clients to integrate content, campaign operations and analytics for omnichannel medical programs targeted at HCPs. Our CoEs drive consistency, efficiency, and compliance while enabling our clients to stay ahead in a fast-evolving global healthcare environment.

Solutions

Omnichannel Medical Strategy

Material Review, Operations and Compliance

Medical Information and Communication

Safety and Pharmacovigilance

Pricing and Market Access

Medical Writing

Regulatory Affairs

Learning and Development

Health Economics and Outcomes Research (HEOR)

28%  
Revenue Contribution

Omnichannel Activation Solutions

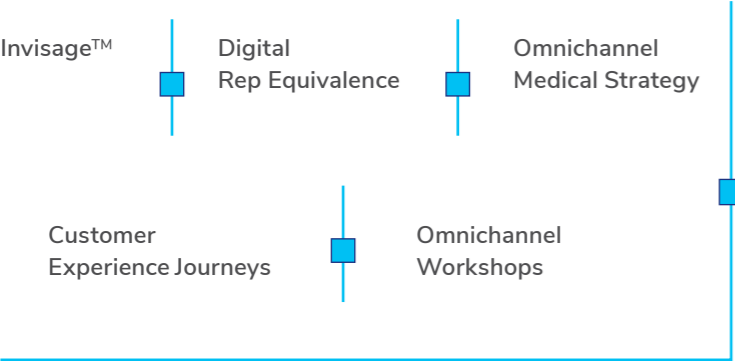
The traditional, go-to-market model in life sciences is facing growing limitations. With the proliferation of multiple channels of communication, including digital, such as web, social media, mobile, etc., HCPs increasingly prefer hybrid engagement models. For decades, life sciences companies relied on their field sales and medical personnel to engage with HCPs. In the new reality of omnichannel engagement, companies are challenged by:

- Siloed approaches to customer engagement, medical affairs and sales and marketing, leading to fragmented and suboptimal customer experiences
- Inadequate data integration across customer touchpoints leading to poor omnichannel targeting, segmentation and personalization
- Lack of real-time content and campaign analytics resulting in lack of responsiveness to customer needs and preferences

We help life sciences companies bridge this gap by leveraging digital technologies, data-driven insights, and omnichannel platforms to execute on last-mile engagement and marketing of products to HCPs. Enabled by our technology platforms such as Invisage™, our AI-powered, hybrid, omnichannel platform and Digital Rep Equivalence, our proprietary digital engagement model, we design, execute, and continuously optimize digital go-to-market strategies using channels such as email, social media, virtual representatives, to personalize content journeys. Through real-time analytics and campaign adaptability, we help clients achieve deeper reach and more meaningful engagement with physicians, at scale and with precision.

Through CultHealth, we offer full-service Agency of Record (AOR) capabilities, crafting customized strategies and creative campaigns that forge meaningful connections between brands and their audiences. Our award-winning work spans Direct To Consumer (DTC) and social media campaigns, innovative mobile Customer Relationship Management (CRM) programs, and immersive experiential marketing designed for both physicians and patients, helping elevate brand impact and engagement across channels.

Solutions



12%  
Revenue Contribution

Others

The future success of pharma companies relies heavily on the effectiveness with which they are able to discover new products, successfully complete clinical trials and then get regulatory approval to market these therapies. The effectiveness of clinical development (i.e., the speed and success with which clinical trials can be completed) relies on how quickly patients can be recruited to become subjects in a clinical trial, the speed with which the clinical data can be analyzed and the same be submitted to regulatory agencies for approval. Traditional clinical operations in life sciences remain heavily reliant on paper-based processes resulting in slower than desired patient recruitment, human-intensive effort in managing clinical data and delays in submission.

Our Enterprise Clinical Solutions are designed to modernize and streamline clinical operations. We enable efficiency across the drug development lifecycle through:

- Digitally-enabled patient recruitment that leverages data-driven targeting
- End-to-end clinical data management to ensure quality and compliance
- Consulting services to assist clients in their digital transformation journey to improve customer experience

Solutions

Clinical Trials Design

Patient Recruitment

Clinical Data Management

Trial Management and Conduct

Real World Evidence Generation

Consulting Services

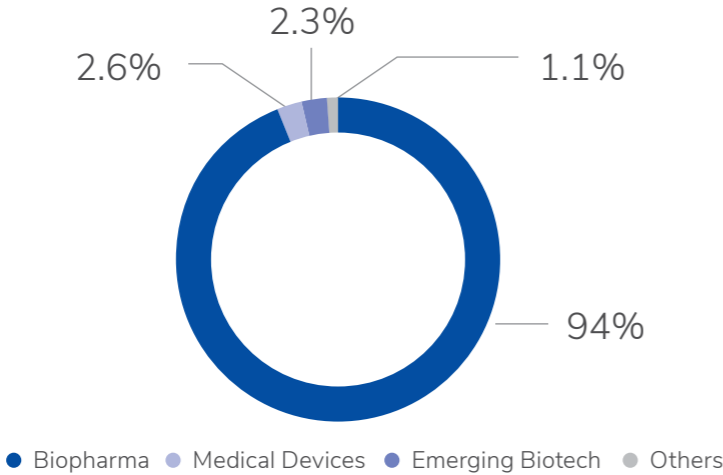
4%  
Revenue Contribution



Industries We Serve

Biopharma Medical Devices Emerging Biotech

Revenue Contribution By Industry



Reimagining Outcomes with GenAI

Success Stories

GenAI scales hyper-realistic, personalized digital content

Accurate, multi-lingual, local content at scale was key to our client’s stakeholder engagement. Our GenAI-powered solution created hyper-realistic avatars with advanced speech and lip-sync capabilities that feel authentic and culturally-appropriate for key European markets.

Outcomes

32% Efficiency



200 Personalized Videos

GenAI simplifies SRD content extraction

Our client struggled to extract coherent information from Standard Response Documents (SRDs). We created a model, validated by Subject Matter Experts (SMEs) that automatically extracted and summarized information across asset types.

Outcomes

95% Accuracy



55% Lower Manual Effort

