DIGITIZING HEALTHCARE

DIGITAL AGENCY FOR
PHARMACEUTICAL INDUSTRY
OFFERING 360 SALES &
MARKETING SOLUTIONS

SCAN ME

DigiTrends
Health Technology Enablers

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CEO's Message

In line of celebrating our milestones in the domain of digital healthcare, I first of all, welcome everyone who had been partly and wholly associated with our endeavour. With that, I take pride in informing that 2022 has been a banner year for DigiTrends with excessive learning, building laudable client relationships and delivering frequent breakthrough solutions to innovate and digitalize the medical landscape. As the aim of DigiTrends is helping the healthcare and pharmaceutical entities with their smart digital solutions, we have compiled this interestingly insightful magazine which reflects our diverse progress made with the sparkling healthcare endeavour.

I also believe that it is next to impossible to summate our triumphant journey without adding a word from the wise from pharmaceutical leaders, innovators and the healthcare professionals, giving us the right idea of how practical and open the digitalization has become by all means. That's why we also feature snippets, interviews and diverse opinions on this celebratory compilation. In the end, it has been a privilege to serve this industry and our estemeed clients. We vouch on working with same zeal and flare to make healthcare industry a better service with digital solutions in 2024.



SAMAD SALEEM
Chief Executive Officer

Our **Leaders**

DigiTrends is nothing without the competence and versatility of our leadership, they bring decades of industry experience, and are committed to making DigiTrends a global success. They foster a culture that brings out the best in people. Get to know them



Talha Ahmed
Chief Technology Officer



Bryan Williams
Chief Strategy Officer & Director



Laeeque Kazmi
Director of Operations



Raja Khurram Iqbal
CEO, DigiTrends Norway



Henry Shek
CMO, DigiTrends Norway



M. Akbar Raza
Marketing Head



Zeeshan Rehman
Country Head



Farah Zahid
Director of Creatives

TIMELINE of ACHIEVEMENTS

Since DigiTrends inception the company has been dominantly advancing in the field of pharmaceutical marketing through innovation and global partnerships. We have now evolved to be one of the best companies representing tech in pharma industry.

2008 DIGITRENDS FOUNDED

2009

2010 LAUNCHED 1ST APPLICATION OF ASIA PACIFIC REGION ON NOKIA SYMBIAN PHONE

2011

2012 BECAME A PRIVATE LIMITED COMPANY

LAUNCHED ASIA PACIFIC REGION'S 1ST E-DETAILING APPLICATION WITH GSK **2014**

2015

PARTNERED WITH MARTIN DOW TO LAUNCH EDETAILING WITH 1200 REPS IN ONE GO **2016**

2017

LAUNCHED RAH@H IN KING SAUD UNIVERSITY **2018**

2020 RAH@H WON SPECIAL MENTION AWARD AT COMMONWEALTH HEALTH AWARDS

2021

2022 LAUNCHED DIGITRENDS US CHAPTER



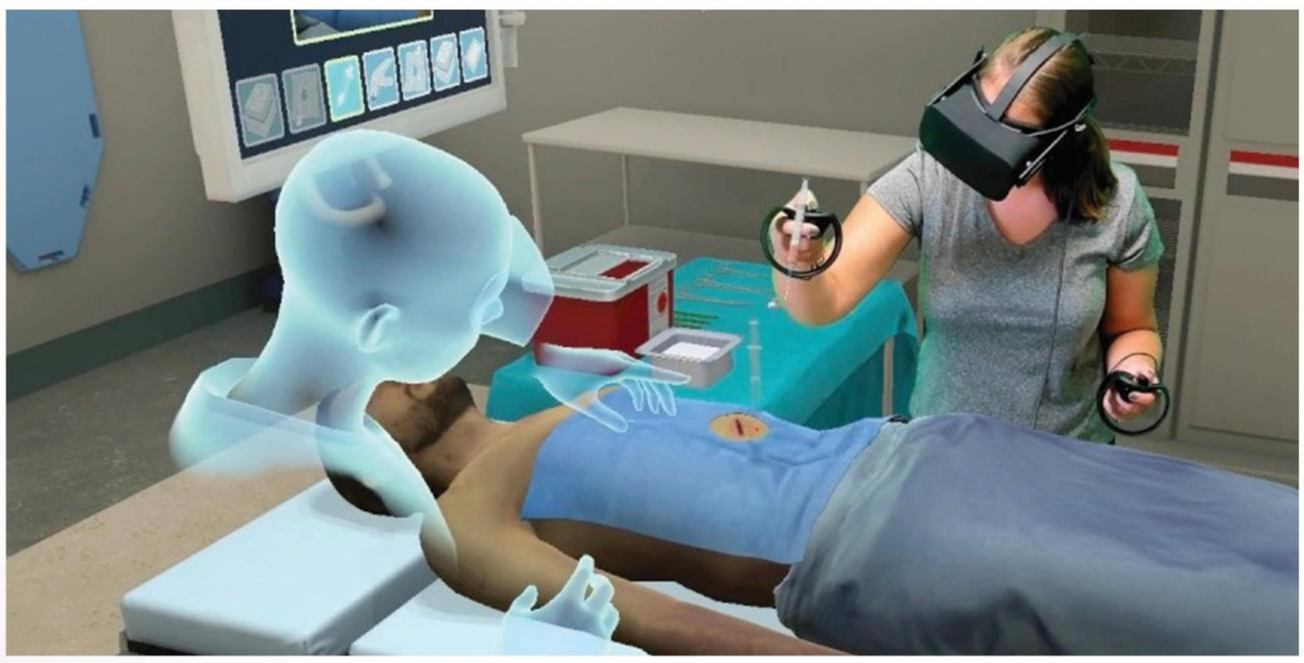
INTERACTIVE PATIENT SIMULATOR

AN INTERACTIVE & INTUITIVE SIMULATION SYSTEM OFFERING OVER 100 LIFE-LIKE CASES TO ENGAGE HEALTHCARE PROFESSIONALS TO ACCELERATE CRITICAL THINKING AND DECISION MAKING.

Medications	+325
Interventions	+300
Dialogues	+60
Medical Tests	+160

Digital simulator for Clinical Education enabled by a set of physiological algorithms and artificial intelligence-based Virtual Patients that mimic reality. It accelerates critical thinking, clinical reasoning, diagnosis and decision making under stressful conditions.

For each Clinical Scenario, you interact with a Virtual Patient suffering from certain health conditions. The goal is to diagnose the health conditions, make decisions, request exams, make interventions and decide on the appropriate treatment in order to save the patient. This realistic simulator ensures excellence and the highest levels of performance in order to reduce clinical errors, while focusing on patient safety.





CONFERENCES

Invite KOL to present patient case with large audience to increase engagement and interactivity at conferences.

GAMIFICATION

Make teams and let HCPs compete in a case diagnosis game showdown on IPS interactive table.

PROMOTIONAL BOOTH

Attract your customers to come to the booth & show how Body Interact's simulation is an integrated approach to reach out to HCPs.

AN EXPERIENCE THAT EMPOWERS LEARNING

- Over 100 Case Briefings
- Administer Medications
- Result Diagnosis
- Physical Examinations
- Dynamic Dialogues with Patient
- Interventions
- Live Monitoring

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PHENOMENAL PERFORMANCE EVALUATION

- VRH comes with advanced reporting tools for performance monitoring and progress examination.
- After you finish a virtual operation, VRH generates an extensive report examining your conduct. It analyzes the right or wrong steps taken during a simulation and the time at which the actions were made.
- It allows doctors and HCPs to constantly evaluate their performance and make improvements accordingly.

LEARNING AT ITS BEST

- VRH provides unparallel learning opportunities for the performer as well as the spectators.
- VRH can be used in conference rooms where, in the presence of KOL, one person carries out virtual simulation and all the attendants learn through his performance.
- VRH can be used in medical wards where a doctor, among a panel of doctors, performs virtual simulation of various cases and creates learning opportunities for everyone.

HIGH COMPATIBILITY & GOOD CONNECTIVITY

- VRH is an advanced VR tool. highly compatible with all VR headsets.
- There is no pain of moving a bulk of wires and electronic devices to operate VRH and no separate device is required for SimX to function.
- You have the comfort of operating VRH at your home while lecturing a group or conference held somewhere else.

CUSTOMIZE YOUR **CASES**

- Healthcare professionals can improve their clinical learning tremendously with VRH without any fear of doing something wrong.
- VRH provides you with customization of medical cases according to your needs.
- From regular clinical practices to treating severely traumatic cases, it provides a broad spectrum of opportunities.
- Healthcare professionals can enhance their clinical learning tremendously with SimX without any fear of doing something wrong.

VRH

SKANN MEG

GAMIFICATION

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HCP Gamification is the modern engagement strategy integrated into the business models by applying game mechanics to non-game contexts in order to boost engagement and successful end-results.



△ IN CHAMBER

Tune your regular detaling session into a more engaged brand communication through a game application.

X SMARTPHONE GAME

Brand interaction with HCP through a strategically designed game for a strong brand recall.

○ IN WARDS

A multi-user engagement drive through Ward Games can easily be a healhty replacement for ward presentations.

□ IN CONFERENCES

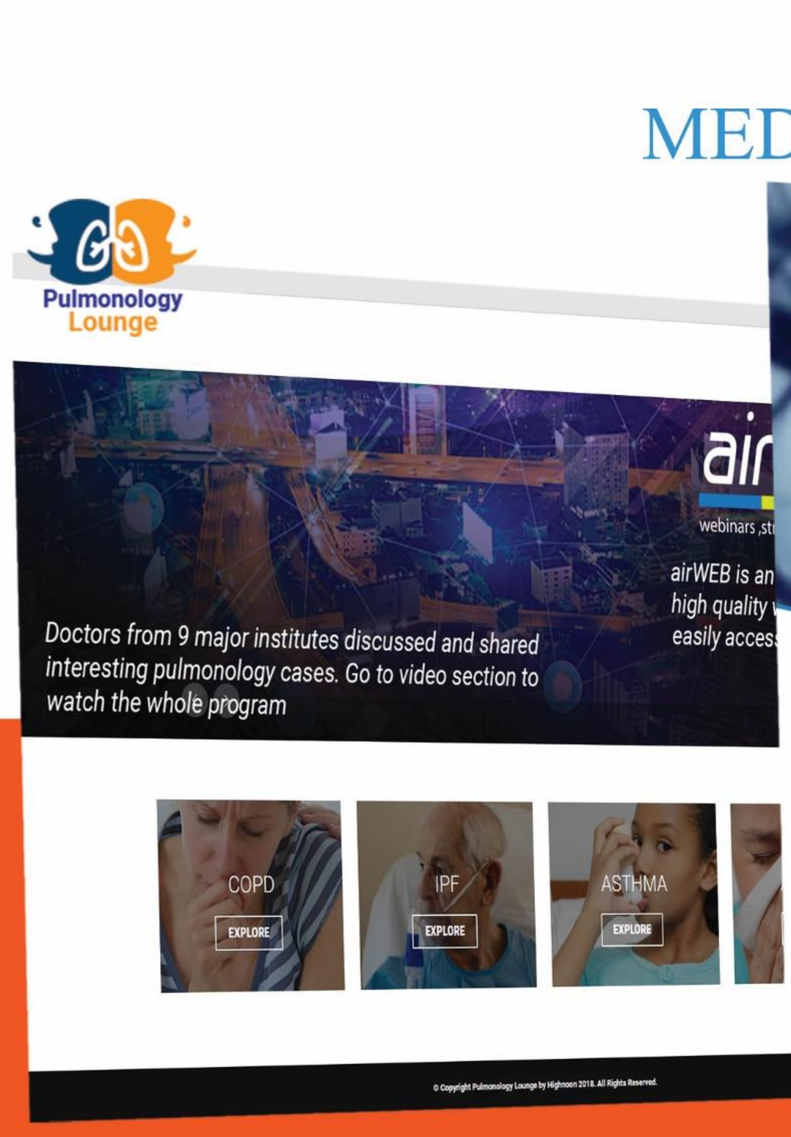
A larger than life gamification experience for HCPs to promote healthy knowledge competition.

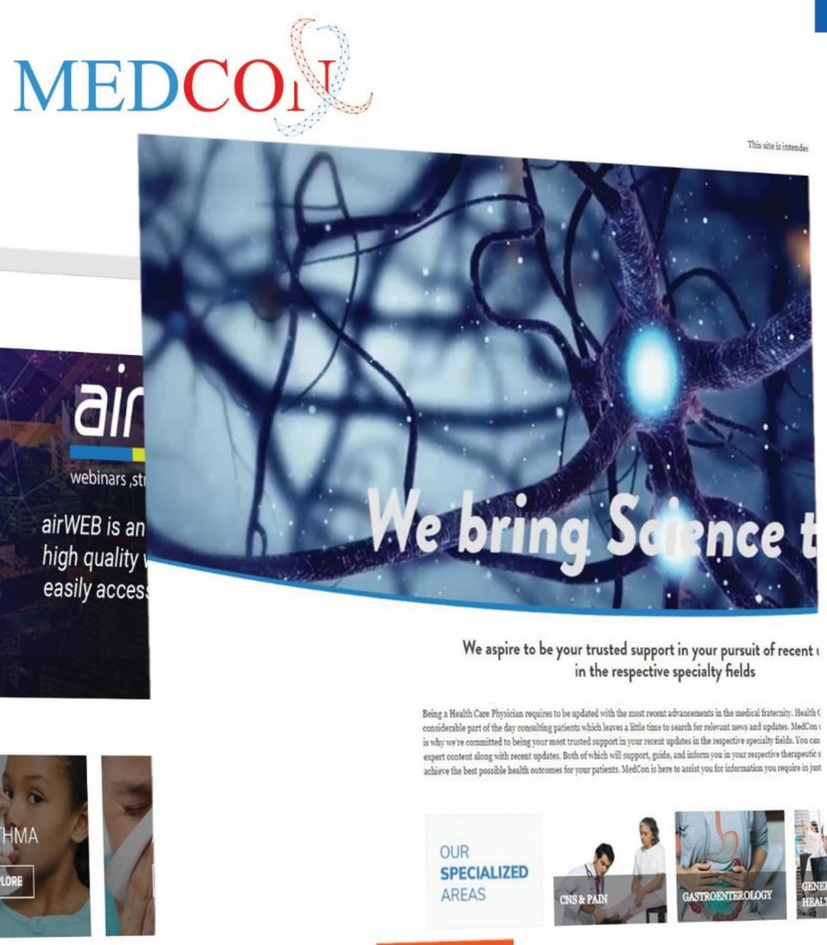
△ ○ X □
Advantages of HCP Gamification

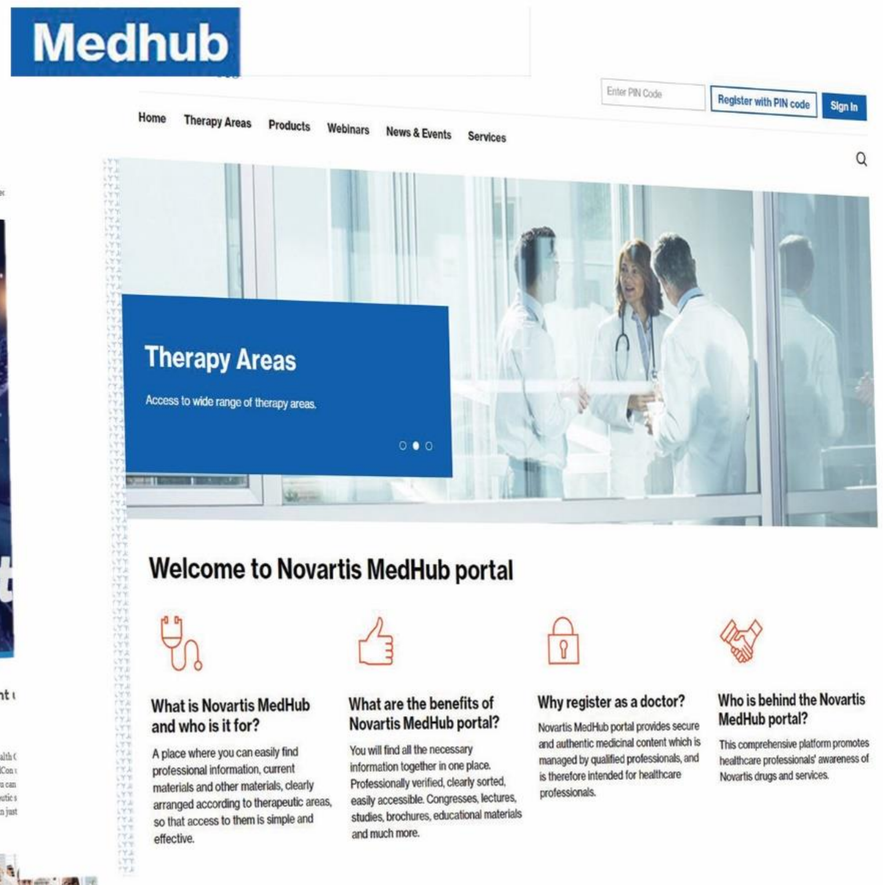
Helps to create long-term engagement with the customer, empowers Med-Reps to gain more time in the chamber, keeps customers intrigued, hence promotes brand recall, and easy delivery of scientific information to HCPs.

HEALTHCARE PORTALS

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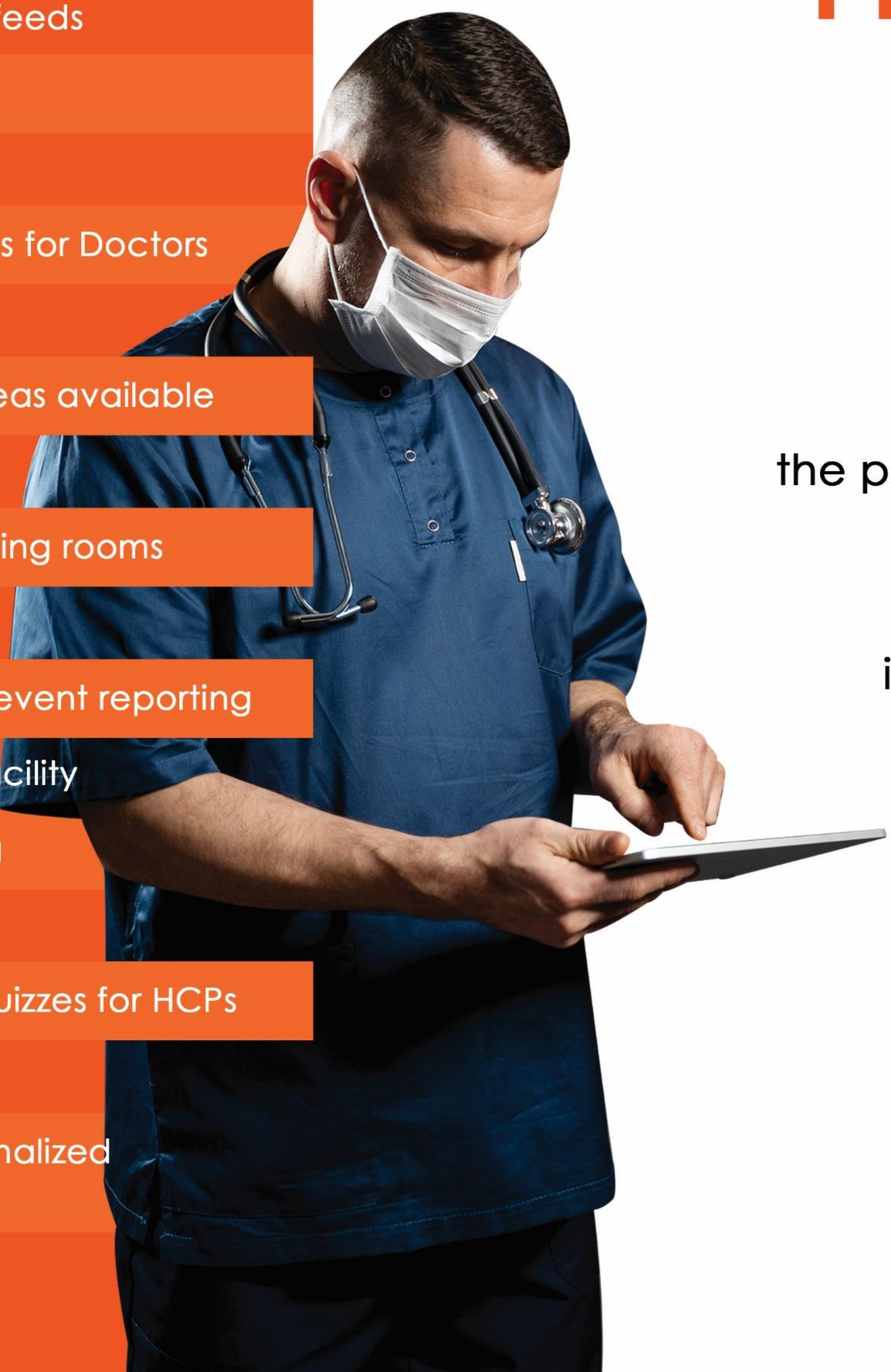






360° HCP Engagement Platform

- Latest medical content via RSS feeds
- Doctors community
- Blogs
- Disease or health related articles for Doctors
- Video Library
- Data of multiple therapeutic areas available
- Remote detailing
- Live webinar and medical meeting rooms
- Post and pre-event updates
- Pharmacovigilance or adverse event reporting
- PDF and other files uploading facility
- Doctors' database and profiling
- Surveys
- Interactive knowledge based quizzes for HCPs
- Brand promotions
- Push notifications to send personalized notifications to desired doctors
- Private messaging



Multi-channel HCP Portal will seamlessly integrate with your CRM and boost the pharma-physician relationship to new heights. HCP portal is a powerful tool that will surpass all mediums in terms of effectiveness as information delivered goes beyond that delivered by rep.

dt CONFERENCE APP

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Event Branding





Speakers Profile Section

Notifications on the go









Real Time Content Uploading

Integrated Medical RSS Feeds

Pre & Post Event Surveys

Ongoing Event's Location Weather Updates

Dynamic Event Gallery

Read Conference Agenda & Make Your Own Customized Plan

Messaging Facility Between Attendees

Ask a Moderator Facility

ANDROID APP ON Google play

Download on the App Store



Faculty



Survey



Question Board



My Agenda



Settings

CONTENT STRATEGY

We help pharmaceutical companies achieve their communication goals by planning, creating and distributing content that inspires their audience to take action.

HCP ENGAGEMENT

Our team of in-house medically trained content writers identify what HCPs want and accordingly produce HCP driven content that captures their attention and delivers the message.

What we do on Medical Content Writing projects

- Online CME course development
- Quick-read articles for busy doctors
- Latest research updates
- Curated case studies
- Adaptations

GET YOUR CONTENT ACCREDITED FROM DOW UNIVERSITY OF HEALTH SCIENCES (DUHS) THROUGH DIGITRENDS.

Design Content Strategy

Starting with your objectives, we create a content plan, devise a roadmap for all initiatives across all channels to drive measurable results

Content Creation

Publishing relevant and engaging content related to brand or a therapeutic area.

Content Distribution

Social media management, Emails, Blogs & Online Portals.

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The Hybrid **Rep**

DigiTrends has successfully designed a hybrid- rep to effectively increase the sales of pharmaceuticals. In this modern age, flexible and customer-oriented sales team takes leverage. In this context, DigiTrends has developed a hybrid rep model that blurs the distinction between face-to-face sales and digital selling. Due to digitization, there has been a paradigm shift in the routine of healthcare professionals. They are spending more time online and the conventional strategy of sending reps to the offices of doctors is losing effectiveness. The hybrid rep, designed by DigiTrends, enables pharmaceutical sales teams to design and carry out an effective campaign and physicians to conveniently seek information they need. The clients can themselves drag and drop the visuals and design their campaign.

How Hybrid Rep works?

With the help of hybrid Rep, the sales team have the capability of integrating a video, a message, a visual, and call to action in one campaign.

The distinct feature and the fundamental advantage of Hybrid rep is that it allows the Brand teams to design their own marketing campaign by empowering them with unique tools, entailing drag and drop, add on options.

The platform also gives an option to seamlessly integrate KOL videos and animations. The portals can be operated on smart phones easily.

Sales team then sends these hybrid messages to doctors in the form of URL. It is also convenient for doctors and healthcare professionals to access.



VIRTUAL AND AUGMENTED REALITY



Indulge Healthcare Professionals
In Immersive Experience With
DigiTrends Virtual Reality
Apps/Videos/Games

DigiTrends is enabling pharmaceuticals to utilize the power of Virtual Reality in the following segments:





- KOL Visits
- New Drug Launch
- Experiential Detailing
- Games in Conferences

- Mode of action videos
- VR Gamification
- VR Simulation

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CAMP Application



How Does The Camp App Empower The Rep To HCP With Smart Data-Driven Scheduling And Solutions?

- Medical reps can make requests to their pharmas to camp with multiple doctors.
- Scheduling of the camp with specific date and time.
- Issuance of the medical equipment and testing accessories prior to the medical camp.
- Submission of the summary of patients with their diagnosis status.
- Reps have the access to their monthly and yearly medical camps (Time, day, number of patients) etc.

Strong Data Analytics and Patients Diagnosis Record

- Database of patients with their designated diagnosis.
- Scheduled camps, upcoming appointments and pending camps.
- Monthly reports related to the total number of camps per rep.
- Data-driven analytics of the patients with name and diagnosis.

This app enables you to avail the following features that are rep-centric and doctor-friendly to attain the best of outputs from both sides, simultaneously.

A Powerful Mobile App Empowered By Responsive Scheduling, Data Insights & Monthly Camp Milestones!

Solve Your Camp Problems With Right Scheduling & Efficient Data-Driven Track Record

Refining The Doctor-Rep Collaborations For Successful Medical Camps Throughout The Year!

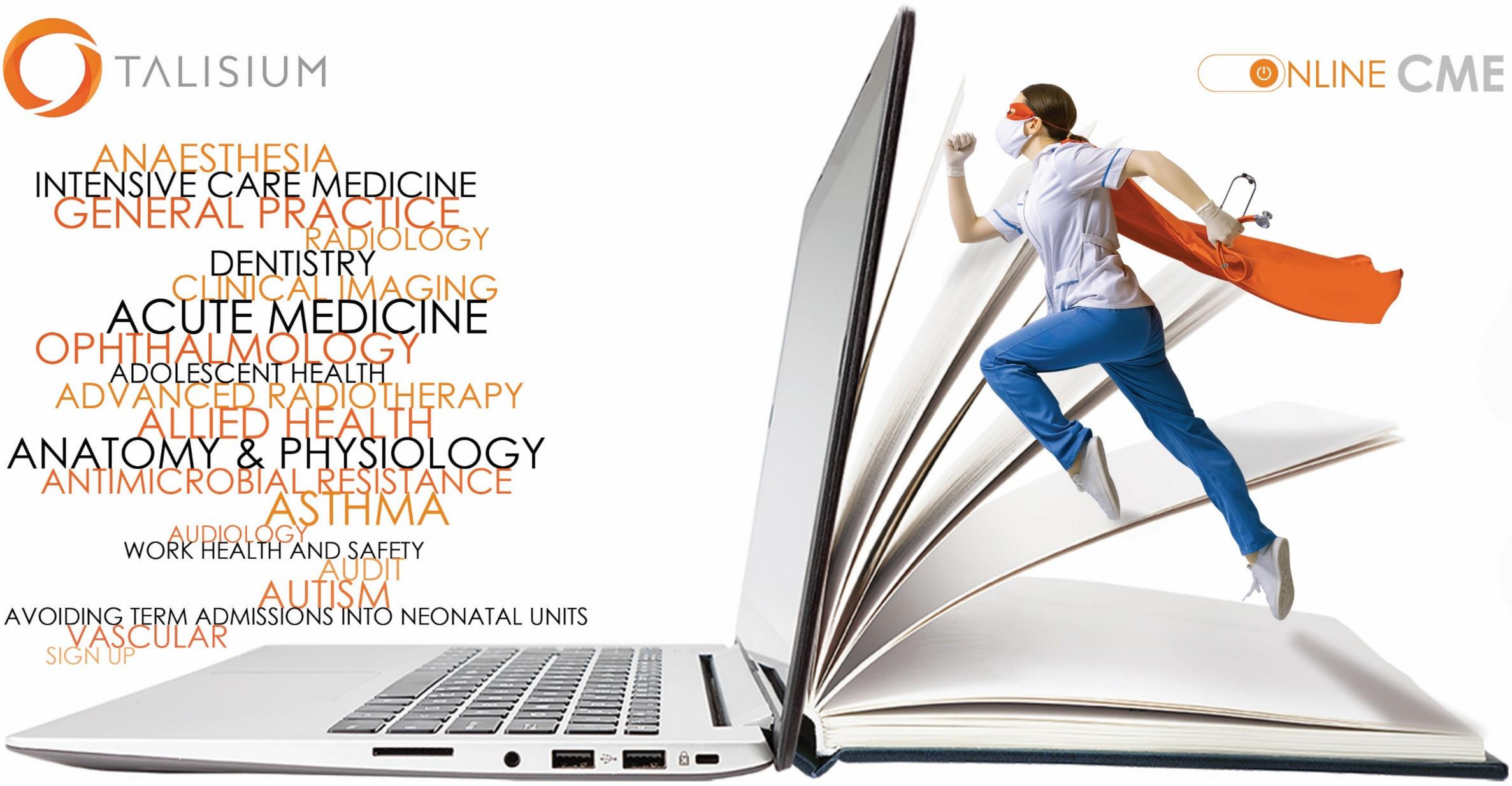
Do More With Monthly Doctors Scheduling & Participate In Approved Medical Camps!



TALISIUM

ONLINE CME

ANAESTHESIA
INTENSIVE CARE MEDICINE
GENERAL PRACTICE
RADIOLOGY
DENTISTRY
CLINICAL IMAGING
ACUTE MEDICINE
OPHTHALMOLOGY
ADOLESCENT HEALTH
ADVANCED RADIOTHERAPY
ALLIED HEALTH
ANATOMY & PHYSIOLOGY
ANTIMICROBIAL RESISTANCE
ASTHMA
AUDIOLOGY
WORK HEALTH AND SAFETY
AUDIT
AUTISM
AVOIDING TERM ADMISSIONS INTO NEONATAL UNITS
VASCULAR
SIGN UP



CARE CERTIFICATE
COMMUNICATION SKILLS
COMMUNITY HEALTH
COMPASSION IN PRACTICE
CRISIS CARE
CULTURAL COMPETENCE
DEMENTIA
LASER SAFETY
DEPRIVATION OF LIBERTY SAFEGUARDS
DERMATOLOGY
DIABETES
DISABILITY CARE
DIVERSITY
DOCTORS IN TRAINING INDUCTION
DRUGS AND ALCOHOL CARE
EARLY CHILDHOOD
ELECTRONIC FETAL MONITORING
EMERGENCY MEDICINE
END OF LIFE CARE
ESSENTIALS IN CARE
ETHICAL PRACTICE
FEMALE GENITAL MUTILATION
FIRST AID
FOUNDATION TRAINING FOR DOCTORS
GENOMICS
HEALTHY CHILD PROGRAMME
HEALTHY SCHOOL CHILD PROGRAMME
HOSPITAL AT NIGHT
HUMAN RESOURCE MANAGEMEN
INDIGENOUS HEALTH
INFECTION CONTROL
INTENSIVE CARE ECHO
AND BASIC LUNG ULTRASOUND
LEARNING AND DEVELOPMENT
IONISING RADIATION
(MEDICAL EXPOSURE) REGULATIONS
LEADERSHIP AND MANAGEMENT
LEADERSHIP FOR CLINICIANS: CLINICAL LEADERSHIP
MEDICAL TERMINOLOGY
MEDICATION AND DRUG ADMINISTRATION
MENTAL HEALTH
NUTRITION
OPHTHALMOLOGY
PAEDIATRICS
PAIN MANAGEMENT
PARAMEDICINE

Talisium is changing the global picture of health by providing organisations with access to comprehensive, scalable and best practice educational solutions.

High Quality Courses from Leading Organisations

Royal College of Physicians · The Royal College of Ophthalmologists · Faculty of Dental Surgery · RCoA Royal College of Anaesthetists · CQUniversity Australia · Academy of Medical Royal Colleges · British Association of Dermatologists Healthy Skin for All · Royal College of General Practitioners · RCPCH Royal College of Paediatrics and Child Health · RCR The Royal College of Radiologists

Now in Asia Pacific Region

PREMIUM

- Vast library of CME courses
- Interactive quizzes
- Pharmaceutical branded user dashboard
- Course catalog for doctors
- Analytics & reports

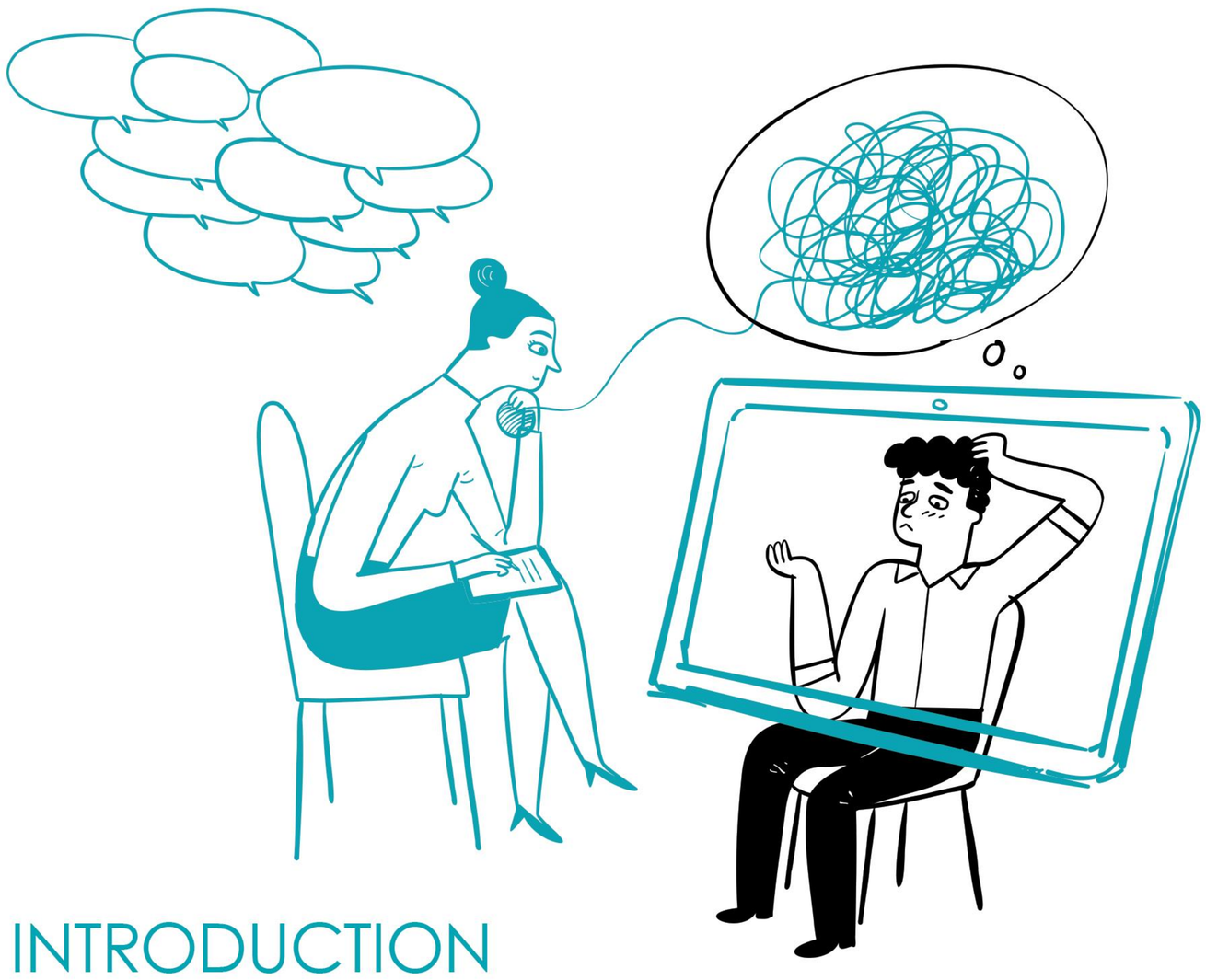
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Our Trusted Clients

sanofi · NOVARTIS · Hilton Pharma · Highnoon · ASPIN · Abbott

The world's highest quality health courses, all in one place.

Talisium is a training & learning platform that enables professionals and medical students to access thousands of health courses developed by leading professional and academic partners. All having the aim to provide high-quality, low-cost ongoing skills development courses for medical professionals to upskill and stay current.



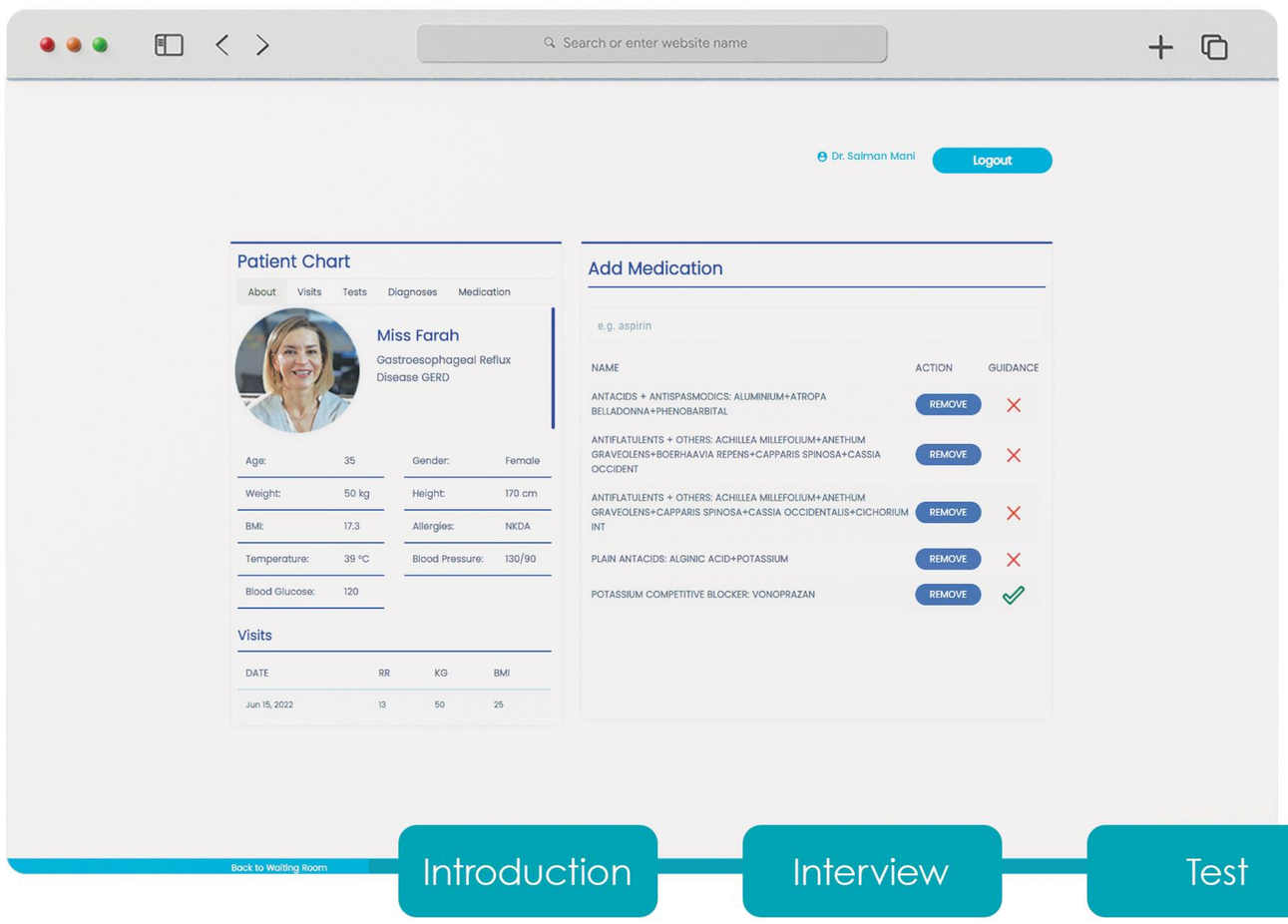
DigiSims EMPOWERS THE PHARMACEUTICAL COMPANIES TO BUILD CUSTOMIZED SIMULATION CASES WITH THE HELP Of KOL

INTRODUCTION

DigiSims is a powerful engagement platform premiered by DigiTrends, it allows pharmaceutical companies to carry out virtually effective clinical learning and engagement between the KOLs and young doctors. DigiSims empowers the pharmaceutical companies to build customized simulation cases with the help of KOL (Key Opinion Leader). The case is designed, developed, uploaded and branded for the respective pharmaceutical company, and can be used in medical wards, events, webinars and conferences.

What does DigiSims offer?

- A platform where customized cases with the KOLs are developed and operated by the pharmaceutical companies.
- The cases can be built in different languages to ensure efficient engagement; offering English, Urdu, Punjabi, Sindhi, and Pushto as a medium of language.
- Pre-recorded one on one video consultation with the patients is added to aid better understanding of each case.
- Brief EMR/PHR medical history of the patient along with prescribed medication, diagnosis tests and reports are present, to replicate real clinical events.
- Pharma companies can also arrange virtual or FTF team activities involving decision making and case solving, to stir up competition



DigiSims Process

An exclusive case simulation for the pharmaceutical company will be developed with the help of KOL.

The case simulation receives certification of the international societies such as University of North Carolina.

The pharmaceutical companies conduct virtual or FTF sessions to engage GPs, RMOs and Specialists.

At the end of the case DIgiSims displays the steps taken in compliance with the guidelines and allots scores, if needed by the pharmaceutical company.

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DETAILING



Pharma Salesforce Re-Engineered!

Monthly Call Planer

Brick wise call planning module on cloud with Dashboard & Reports. **Hierarchy** wise call plan submission levels including Rep, ASM, SM. SSM, & BM. **Accommodate** unplanned calls. Drag & drop features to easily move doctors and bricks as per the change in plan.

E-Detailing Analytics & Reports

All major reports covering reps performance, doctor's feedback, manager joint calls, daily attendance reports together with sales integration. **Live** on-field reports of Medical Reps Activities including Location Capturing. **Hierarchy** based dashboard with customizable graphs and tables. **Easily** downloadable reports on excel format. **Supports** integration with databases.

dt E-Detailing Application

Advanced & Impactful brand content for doctors. **Supports** surveys. customized calls. HCP feedback recording, with offline functionality. **Allows** medical-rep to show Mechanism of Action (MOA) videos. **Attendance** marking feature right on the application. **Geo-tagging** functionality with every call made by medical rep. **One click** sync feature to download & report content and calls respectively.

Content Management System

Centralized hub to manage and push content to sales force teams. **Sales force** & doctor data management. **E-Detail** Aid Management.

Expense & Sample Management

Track RSM expenses with ease. **Automated** inventory management process.

Intuitive E-Detailing platform to achieve your marketing goals, empower your sales team, and delight your customers.

- Cloud based system
- 100% offline capability
- Dynamic and animated content
- Built-in Business Intelligence tool with Integrated Automated Reporting
- Saves printing cost
- Automation of Salesforce Planning
- Greater reach and interaction frequency
- Greater depth and speed of information
- Powerful salesforce performance tracking



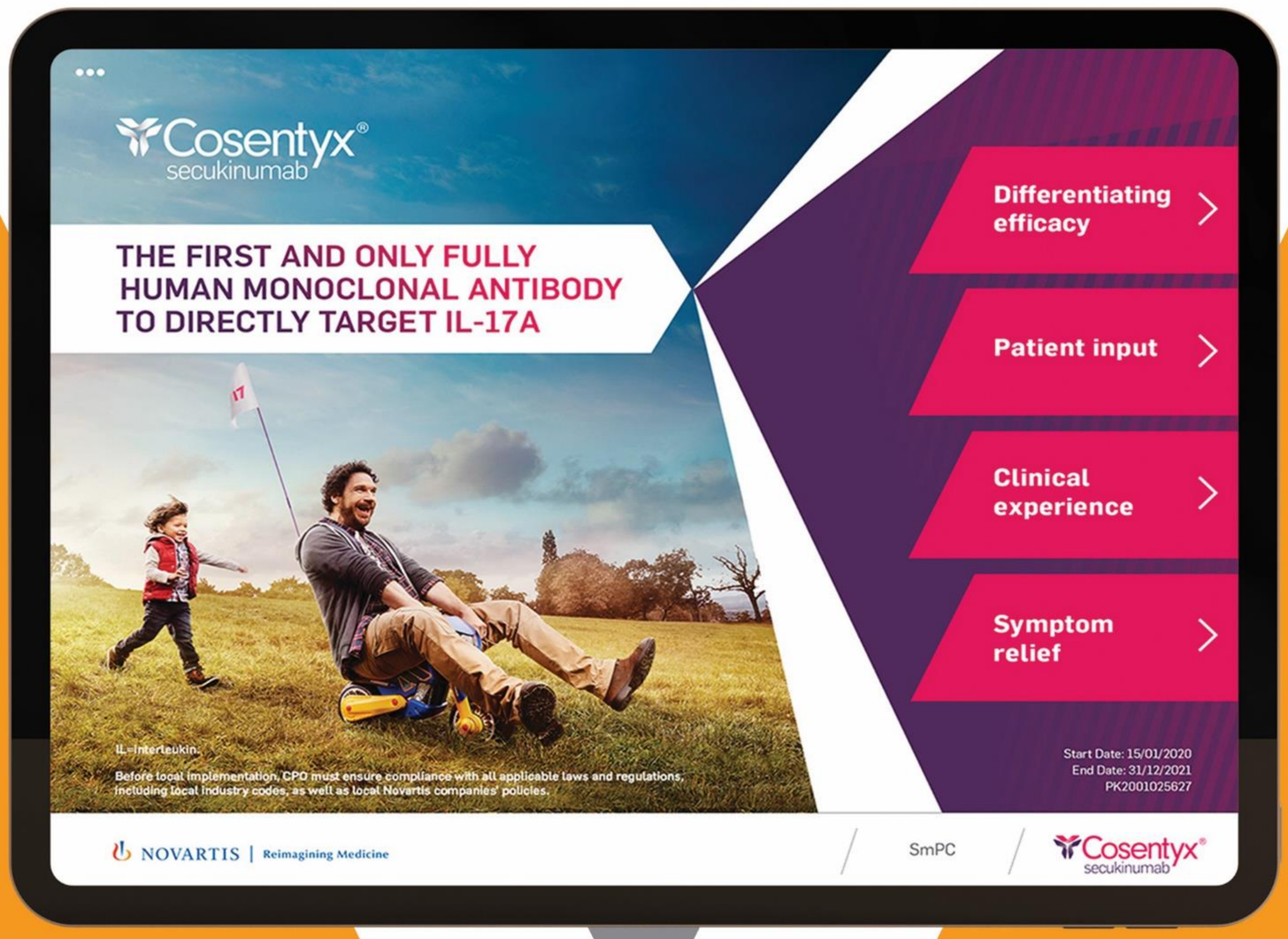
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Multichannel Content Partner

Approved Email Certified

E-DETAIL AID DEVELOPMENT

DigiTrends is the official partner of VEEVA, to develop content on its platform. VEEVA provides a runtime environment which enable medical sales team to show e-Detail Aid presentations which are both animated and interactive and captures more HCP attention as compared to the conventional paper literature for detailing purpose.





APPROVED EMAIL

DigiTrends is an approved email certified agency for Veeva content development. We are bringing you an exclusive opportunity to extend your customer base through our approved email solutions. We design emails according to the requirements of pharmaceuticals and make them Veeva compatible.

DAILY CALL REPORTING



FEATURES

- Verified Calls highlights by the system.
- Gain insights on the duration and key people present.
- Capture accurate MSR location through geo-tagging.
- Gather all the DCR data through the use of smartphone.
- Pleasant, easy to use GUI making Pocket DCR user friendly.
- Customizable reports for MSRs, Managers to track their KPIs.
- Consolidated information system through CRM to generate analytical insights.



HOW IT WORKS

The DCR application is powered by AI engine which learns the pattern of the sales team's daily calls to build a productive call calendar. The medical reps then reach the location to start the call and select brands they wish to detail. Once the call ends, the system automatically captures the logs and uploads the data to the cloud building live analytics. The app also works offline.

dt DCR, is the most cost efficient way of tracking and managing Salesforce performance

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SECONDARY SALES SYSTEM

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DOCTOR

A REAL-TIME
SALES TRACKING SYSTEM
FOR PHARMA
SECONDARY SALES.



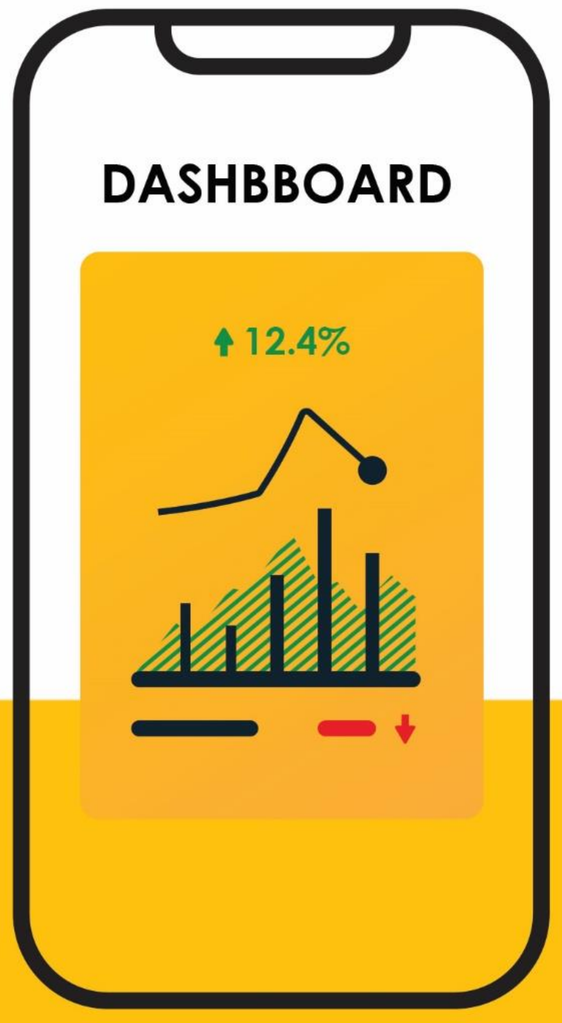
PHARMACY

PHARMACEUTICAL

PHARMACY

SALES MEN

- Secondary Stock Maintenance and Details
- Real time visibility of sales data across all channels
- Collects real-time Secondary Sales data from the field
- Territory / Product / Transaction type / Scheme / Sales Reports
- Target v/s Primary v/s Secondary sales details on territory bases
- GOLY, GOLM



AUTOMATICALLY DATA WILL APPEAR ON TERRITORY MANAGERS MOBILE APP

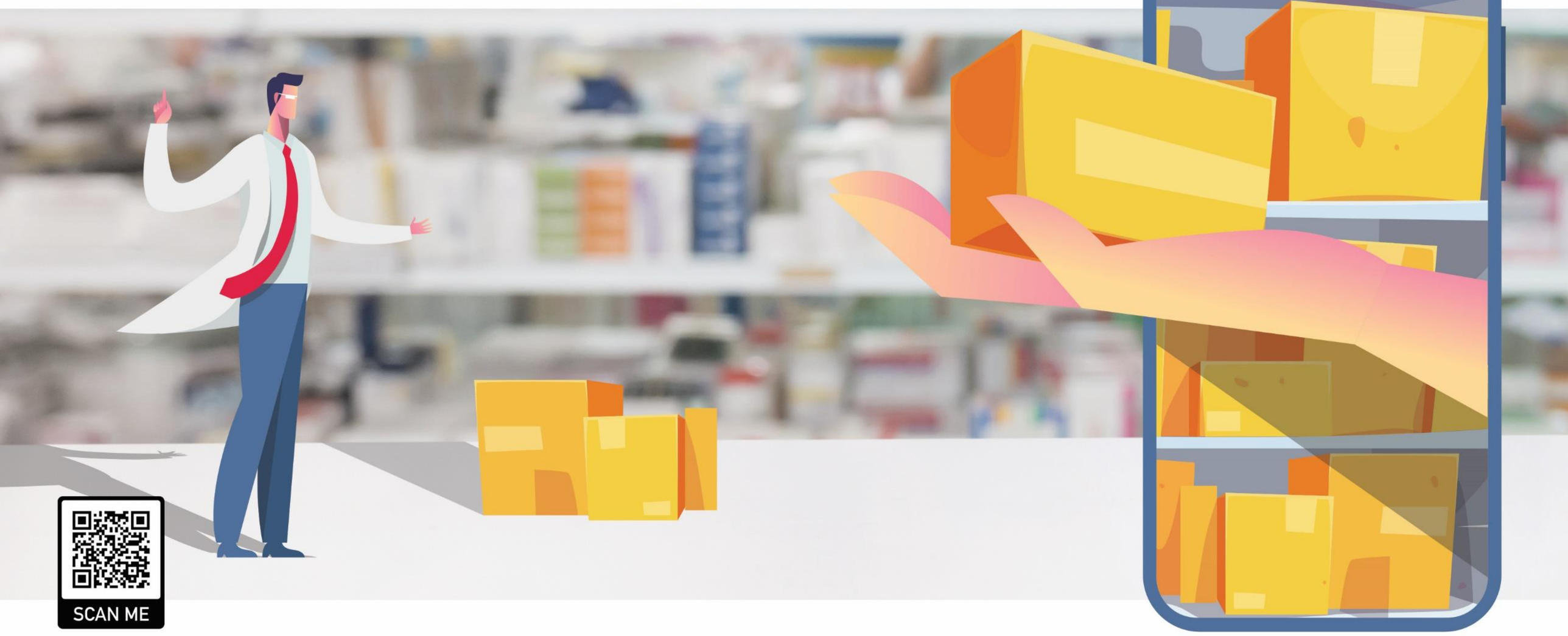


DATA TO SECONDARY SALES SYSTEM



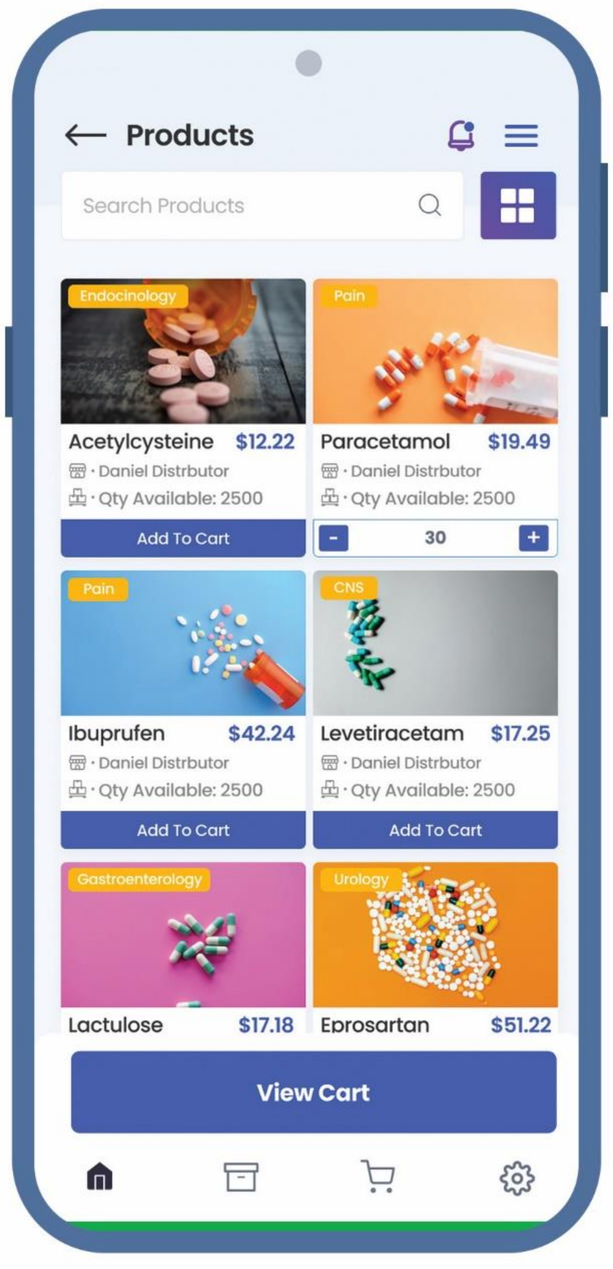
MANAGE TO EXCEL

PHARMACY CONNECT



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P.Connect or Pharmacy Connect is a robust solution which enables retailer pharmacists to place order directly from their mobile phones to distributors. The app will have customized dashboards for Distributors, Sales Agents, and Admins. Whereas the order tracking mobile application is there to facilitate pharmacists to place orders. Pharma admin can assign new products and also add qty of available stock for each product. Analytics & Reports for all 4 stakeholders are integrated within the app and portal.



FEATURES

FOR RETAIL PHARMACIST

- Retailer Login
- Order Now
- Order History
- Product List
- Product qty in stock
- Distributors List
- Add to Cart
- Product segregation
- A-Z product list
- Notifications
- Order ETAs
- Live Order Status

FOR DISTRIBUTORS

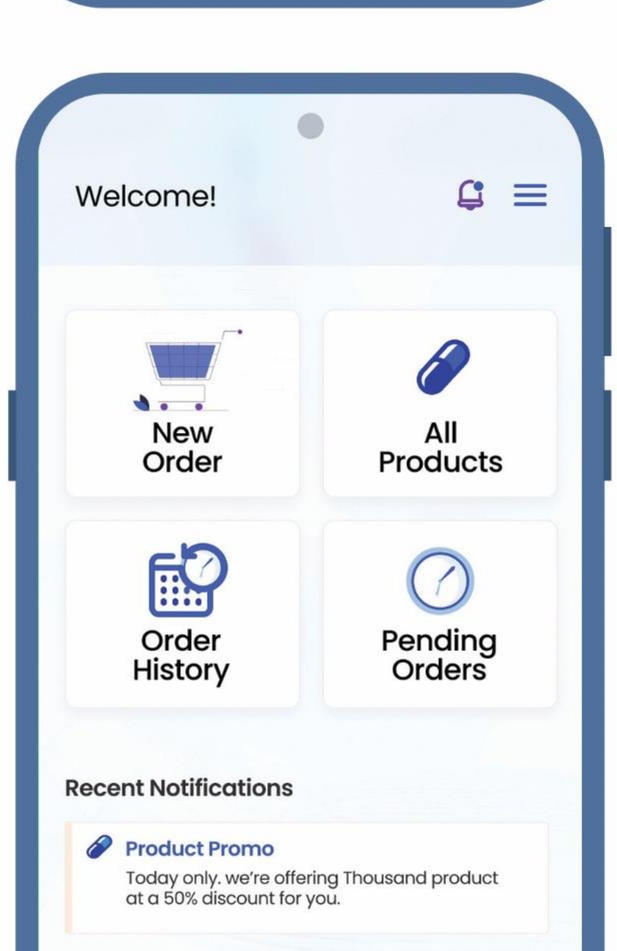
- User Login
- Analytics Dashboard
- Accept/Cancel Order
- Top 10 Products with Low Qty
- View Order
- Change order status
- Search orders
- Filter Orders
- Add product stock qty

FOR ADMINS

- Admin Login
- Total Orders
- Delivered Orders
- Pending Order
- Analytics Dashboard
- Add new product
- Assign product qty
- Upload product picture, price, molecule
- View Order Fulfilment/History/Tracking of Distributor
- View Order Fulfilment/History/Tracking of Retailer pharmacist
- Edit Order

FOR SALES AGENT

- Sales Agent Login
- Analytics Dashboard
- Retailer Pharmacies Details
- Order details



PHARMACOVIGILANCE

DIGITRENDS IS 1ST PHARMA COVIGILANCE TOOL IN THE ASIA PACIFIC REGION THAT HAS BEEN DEVELOPED IN VIEW OF RECENT DRAP GUIDELINES FOR ADVERSE EVENT REPORTING.

Other than the software platform development, DigiTrends also provide hands-on training to the relevant department of PV by the help of Drug Regulatory Authority certified Trainers across Asia Pacific Region

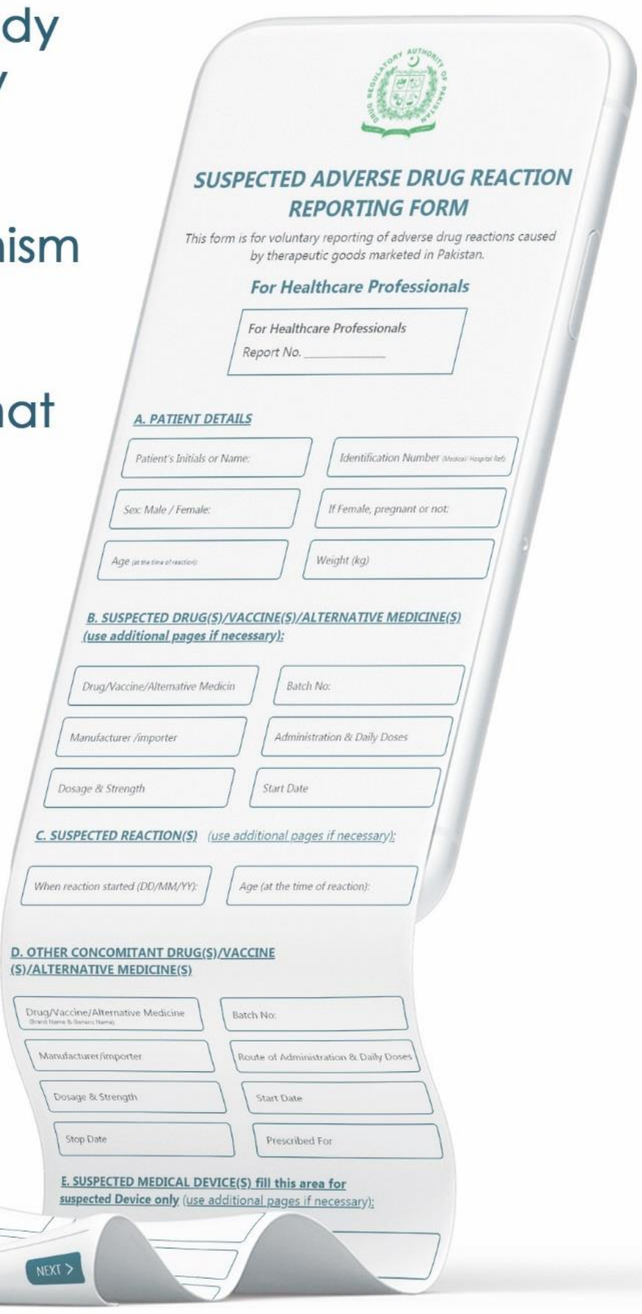
As part of the new Drug Regulatory Authority requirements related to pharmacovigilance that are mandatory for every Pharmaceutical Company operating to follow, DigiTrends has managed to develop a one-window adverse event solution to empower sales force teams. The solution is cloud-based and can be accessed from anywhere anytime.



SMART TOOL FOR ADVERSE EVENT REPORTING

- Easy Interface
- Drug Regulatry Body
- Cloud Technology
- Dashboards
- Analytics
- Approval Mechanism
- Quick Submission
- Drug Regulatory Authority File Format
- Reports

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Digitization is something that we cannot shy away from and is rapidly evolving. It was very hard texting the doctors about reminders and awareness material, and we used to hold quizzes for them manually. But now we have moved to simulative kind of trainings and academic activities which involve not only multiple cities in a country but we can include multiple regions. So if I speak about how digitalization has affected my work zone and how has my interaction been with DigiTrends, I can speak for an entire day.

A particular digital initiative on which we worked with DigiTrends is MEDCON and through this platform we try bringing together the academic and awareness materials to health care physicians and pharmacists. What we did different was we started recording our own academic activities, we started hosting them on the platform, MEDCON, from where it was accessed by doctors who couldn't for some reason participate in the stand alone meeting and even from the initial levels of house officers to the professor levels they were viewable to all. It was very challenging though. We achieved the registration of 1000+ doctors in less than 3 months which was a big achievement.

Through MEDCON, we were connected to many cities in the Asia Pacific Region without any travelling and time wastage. Having MEDCON on board, allowed the guest speakers to deliver the lecture on webinar and HCPs from other countries to see the lecture and ask questions. Webinars even for the CME activities partnered with college of family medicine of Asia Pacific Region were conducted. It was a great success.

HCP portals are highly effective tools for HCPs to become knowledgeable and perform efficient practices. HCP portals become more efficient with digital communication through multi-channel marketing.

Most HCP are not tech-savvy and still rely on textbooks. However, the dynamics of learning have changed with digitization. It is very important to enhance the learning practices of HCPs through digital mediums to uplift the healthcare industry.

DIGITAL HEALTHCARE PORTAL FOR CONSUMERS AND DOCTORS IS THE NEED OF THE TIME?

We are witnessing the pinnacle of Digitization in pharma industry. Previously engagement with the doctors was done manually through sms and ivrs but now the era of simulations has cemented its place. I remember **DigiTrends** introduced ward engagement simulations and the doctors went wow. With every year DT is going above and beyond.



We can bring ECR based research that would be a one window solution and DigiTrends will be helpful in this regard.

It is a great value addition for them. Our doctors mainly consult patients and rarely do research work.

However, our doctors and gynecologists are well-received everywhere. We are making way easier for them and we are facilitating in terms of supporting them to develop some guidelines.

We must fully collaborate with HCPs for patient's specificity and their betterment. We have brilliant people on board and we can partner with them to bring good to the patients in Asia Pacific Region.

I have always felt a sense of security and relaxation while working with DigiTrends. They are the masters of technical and digital aspects and always solution-oriented. They expertly handle delicate matters of digitization.

Pharmaceutical industry can better collaborate with healthcare physicians through digitization. It is also possible through digitization to organize virtual seminars and webinars with the comfort of sitting at home and without wasting resources. Digital simulation is adding value to the training of upcoming doctors as they can easily make the simulated body work.

Having worked with DigiTrends, I can vouch for their expertise in the domain of Digital pharma engagement and scientific learning excellence. They have the most robust and versatile tools to help pharmaceutical companies excel in their regular marketing initiatives and give the cutting edge advantage over their competitors.

Dr. Sobia Ali

Senior Medical Affairs Manager

Abbott

REMOTE PATIENT MONITORING





Remote Patient Monitoring includes a mobile app and portal for healthcare providers and is integrated with medical devices to provide live vitals, real-time access to nurses, and telemedicine services. The system features telemedicine, emergency response capability, patient education, and integration with medical devices and personal health records.

TELEMEDICINE/ TELEHEALTH

Telemedicine revolutionizes the healthcare system by enabling HCPs and patients to exchange medical information electronically. With our exceptional digital solutions, DigiTrends allows HCPs to inspect their patients without reaching them physically, saving travel costs and time.

It includes the following features:

- **Integrated audio and video for live patient engagement with low bandwidth support**
- **Complete EMR Management**
- **Integrated DICOM Viewer**
- **Clinic Creation with in-built frequencies for doctors**
- **Appointment Schedule for Doctors and much more.**



EHR

EHR skaper en kostnadseffektiv, dynamisk arbeidsflyt som gir effektive og personaliserte pasientdatasystemer. Nå kan leger fokusere på kliniske intervensjoner i stedet for å overbelaste seg med medisinsk papirarbeid. I tillegg er DigiTrends' EHR-løsninger HIPAA-kompatible og sikrer dataene mot eksterne trusler.

PRACTICE MANAGEMENT

Med sin systematiske dataorganisering og kostnadseffektive, rimelige og effektive løsninger for lederplikter og administrative oppgaver, forenkler praksisadministrasjonsprogramvaren arbeidet til helsepersonell og gjør det konsistent og enkelt. Helsepersonell kan nå utvide praksisen sin og konsentrere seg om å behandle pasienter.

Det inkluderer følgende funksjoner:

- **Omfattende planlegging**
- **Fakturahåndtering**
- **Integrert EHR (elektronisk helsejournal)**
- **Sikrede samtaler**
- **Forsikringsverifisering og autorisasjon**
- **Pasientvern**

Enkel navigering i dashbordet og mye mer.

MEDICAL CALCULATOR

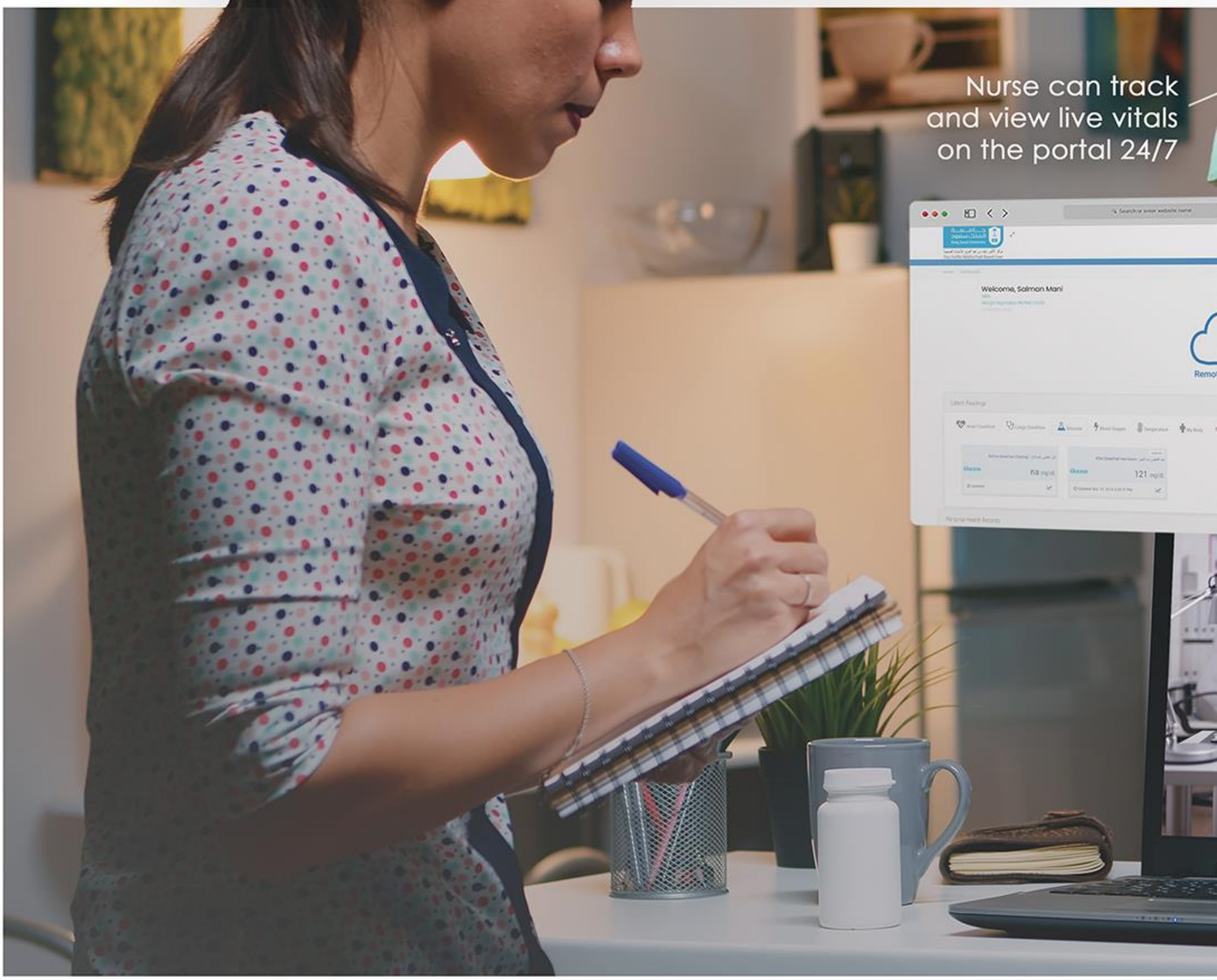
Medical Calculator helsepersonell med raske og nøyaktige beregninger. DigiTrends' medisinske kalkulator hjelper med hundrevis av kliniske beslutningsressurser, inkludert risikoskårer, ligninger, teknikker, klinisk diagnose, formler og mer. Bare tast inn tallene og få nøyaktige beregninger på null komma niks!



SCAN ME

CASE STUDY

Remotely Patient Monitoring



What is the Connected Health Model all about?

Rahah (Connected Health Model) is a platform with easy and high-tech solutions for their clinicians. Web portals, webinars, mApps, devices emergency response, and a lot more are managed by Rahah.

Connected Health Model is an established project by Doctor Zakiuddin Ahmed. It was implemented at King Saudi University at in more than 20 departments. The aim is to help as many people as possible, whether they are in an emergency or dealing with a pregnancy situation.

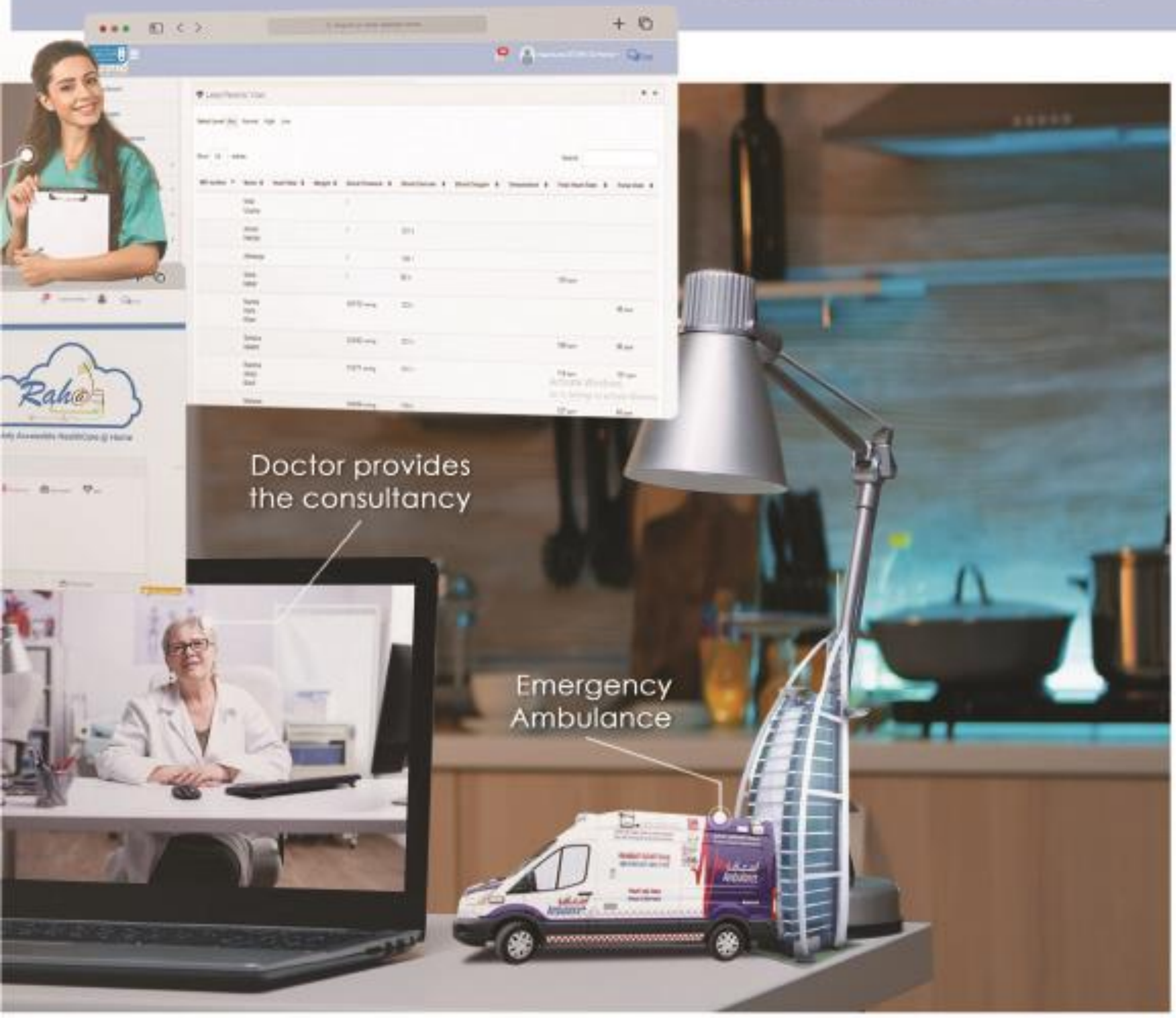
For example, a woman going through gastrointestinal diabetes during pregnancy or dealing with the deficiency of basic protein or vitamins, doctors can assist her to get the right medication without having to wait in traffic for long hours. Given the patient's condition and sometimes the bad traffic, Rahah keeps you out of trouble.

How we did it

We have the most intelligent team of developers and creators ready to give their best. Their ability to look deep into the given problem proposed a software model capable of providing education, medical devices, and saving the personal health record.

Access the Healthcare Facilities Anytime, Anywhere

- 24/7 patient centric connected health model.
- Quality healthcare provision by using technology
- Integrated devices for patient monitoring.



Technology Used

In order to make healthcare more feasible, we needed applications to be more user-friendly. Therefore, we used React Native, Java, Angular, and a native app Xcode as a technology stack. The combination of the technology allowed us to give a user-friendly experience.

Connected Health Model is a solution for all those people who are seeking medical help on the go. Rahah software or applications make it easy for you.

The objective of the project is to educate, empower, influence, monitor, and treat the patients right on time. Clinicians can now get a better hold of their patient's condition and treat them with needed medication.

Outcomes of the Digital Solution

The software/application solution offered by DigiTrends holds a high value and, as a result, is providing better nutrition, disease prevention, being more accessible to the patients, and applying the standard treatments on time.

Considering the condition of COVID, the Connected Health Model seems to be the ideal solution for most health care facilities, including gadgets, ERC, Portals, and even telemedicine. A patient will be assigned an online file with complete history. According to their illness report, they can have complete access to the devices, content, community, webinars, and prescription.

TESTIMONIALS

"The matchless efficiency of DigiTrends in the formulation of robust digital marketing strategies makes it a phenomenal business partner. The clients are more than happy to have the best adviceon the formulation and implementation of digital marketing strategies."



Mariam Ilahi
Healthcare Marketing
sanofi



"DigiTrends has good technical expertise and sound knowledge of electronic visual aids and it's development. Overall, we are satisfied by their services and support"

Hasan Nasir
Head of Sales & Marketing
SERVIER

"DigiTrends makes use of strategy, content development, and tactical execution to empower its pharmaceutical clients to help them reach their true business potential. They partner with pharmaceuticals to equip them with the best digital marketing strategies to accelerate their growth."



Ali Maisum
Head of Marketing
HUDSON PHARMA



"We feel confident that we're getting the best advice on how to formulate and implement our digital marketing strategy with DigiTrends proving to be an effective business partner."

Dr. Anas Iqbal Godil
Group Brand Manager - a:care & digital
Abbott

"Consummate professionals that are highly knowledgeable and well skilled. We highly recommend DigiTrends to anyone looking for a great company to work with."



Raza Hasnain
Divisional Head
B|BRAUN



"DigiTrends's expertise in helping us strategically deliver targeted and engaging content, is a key value to improving our HCP's content detailing journey."

NOVARTIS
Samir Saleem
Digital Lead

THIS IS WHY WE DO.
WHAT WE DO.

SCAN ME



CLIENTELE

SCAN ME

GSK · Pfizer · NOVARTIS · Roche · sanofi · Julphar

Abbott · BAYER · B BRAUN · fidia Pharma GmbH · morinaga · meiji

SANDOZ · Biocon · Getz pharma · Lilly · novo nordisk® · MERCK

✓ CERTIFIED GLOBAL PARTNER OF

Veeva · IQVIA · visualDx · TALISIUM · PROXIMIE

Clutch

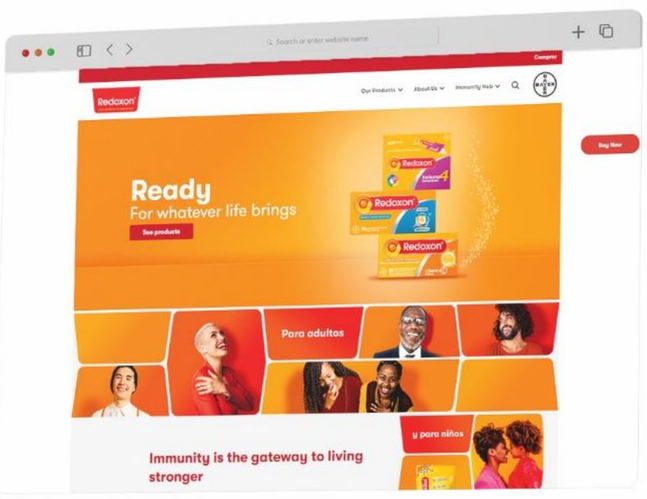
REVIEW 5.0 ★★★★★

THE REVIEW

"Their punctuality and attitude towards the project only strengthened our views for them"

Bilal Patel

Brand Manager,
Bayer Pharmaceuticals

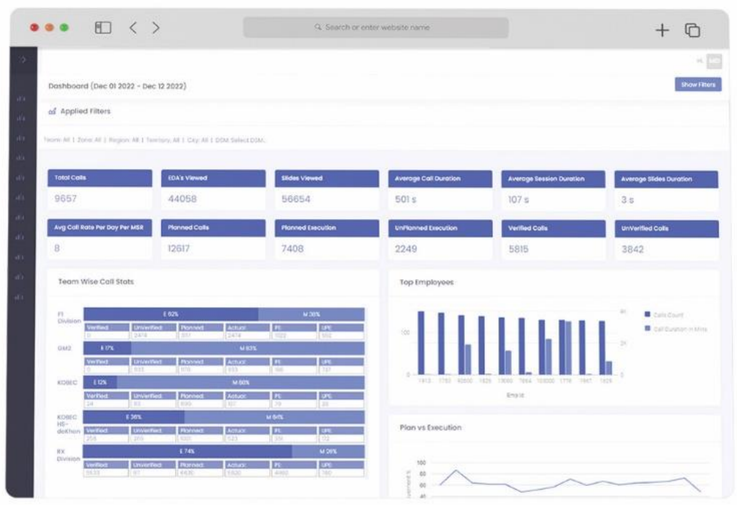


THE REVIEW

"They had a dedicated project manager to cater to our requirements"

Muhammad Ali

Head of Projects,
Remington Pharmaceuticals

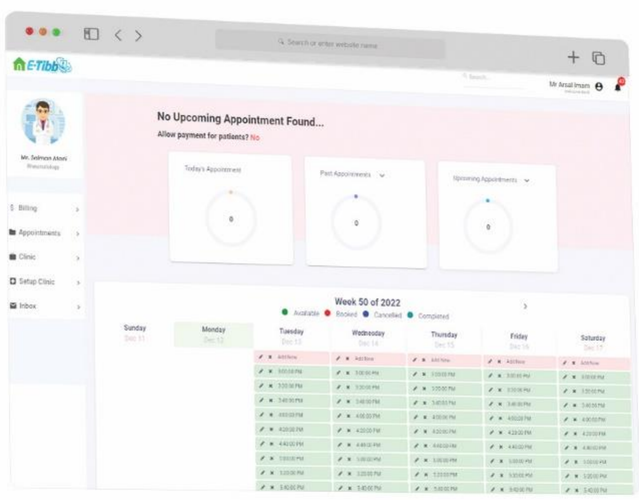


THE REVIEW

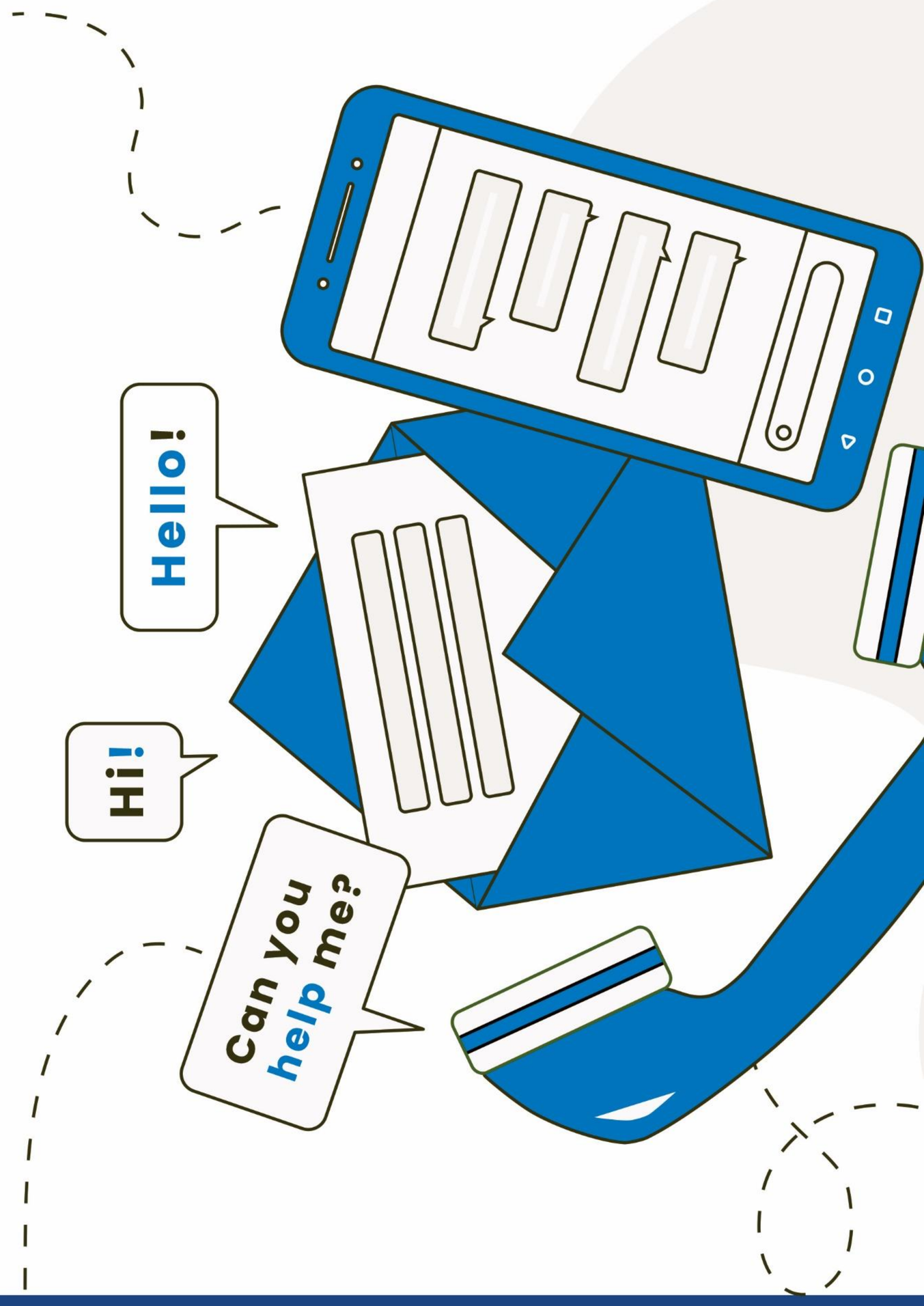
"DigiTrends' team was very proactive and willingly handled extra work, which was not included in the scope and SRS"

Zakiuddin Ahmed

Executive, Digital Care



Let's begin the journey of **DIGITAL GROWTH** together!



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