

## Company Profile

We deliver solutions through leading-edge management consulting along with technology.

We work in a uniquely collaborative model across the firm and throughout all levels of the client organization, generating results that allow our clients to thrive.



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**MANAGEMENT CONSULTING**

**MARKETING SERVICES**

**MARKET RESEARCH**

**TRAINING CENTER**



# ABOUT US



**Consultile** is a dynamic consulting, research, and marketing firm with a specialized focus on the healthcare and pharmaceutical sectors. We bring together a team of experts who possess a profound understanding of the industry's intricacies, trends, and challenges.

At Consultile, we are more than just a consulting firm – we are your trusted partners in the healthcare and pharmaceutical industry. With a deep-rooted commitment to excellence and innovation, we deliver tailored solutions that drive growth and success for our clients.



## Our mission

is to partner with industry leaders to provide innovative and integrated solutions to help them take insightful strategic decisions to grow and to adapt their strategies for best business outcomes.



## Company philosophy

Innovation and integrity are important values to our business philosophy.



# +500

**Market Insights  
Provided**

We have delivered +500 market insights and analytics reports to our clients, empowering them to make data-driven decisions.



# 20%

**Average Project  
Turnaround Time**

Our average project completion time is 6 weeks, 20% faster than the industry standard.



# 85%

**Client Retention  
Rate**

85% of our clients have returned for additional projects, demonstrating strong trust and long-term partnerships.



# 94%

**Client Satisfaction  
Rate**

Our client satisfaction rate stands at 94%, based on post-project feedback surveys."

**PROUD TO BE A TRUSTED PARTNER**



# WHAT OUR CUSTOMERS THINK

## About us

**Ex BUH & Country  
Manager GCC Region**

★★★★★

I wholeheartedly recommend Consultile Co. for any organization seeking comprehensive and effective consulting services.

**Regional Omni-Channel  
Engagement  
Lead META Region at Acino**

★★★★★

I have had an excellent experience collaborating with Consultile. I highly recommend Consultile to anyone looking for a trusted and capable partner.

**Associate Director Marketing  
Hikma Pharma**

★★★★★

I have had an excellent experience collaborating with Consultile. I highly recommend Consultile to anyone looking for a trusted and capable partner.

**KSA & GCC Country  
Director at Corza Medical**

★★★★★

I would like to thank Consultile professional team for their dedication and commitment, I would recommend Consultile to my network

**General Manager  
Abdul Latif Jameel Health**

★★★★★

The detailed insights and community-focused guidance you've provided in the pharmaceutical, MedTech and healthcare market have been incredibly valuable

**Portfolio Director  
Leading Regional Company**

★★★★★

Working with consultile has been a successful experience. The objective we set together was achieved, the professionalism of Consultile colleagues was noticeable and the cost of service was satisfactory.



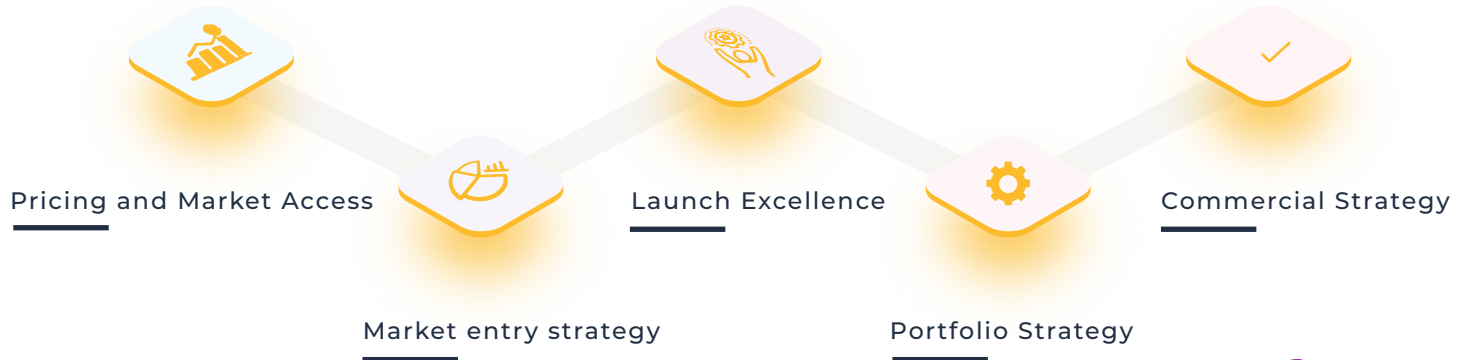
# OUR SERVICES

We deliver solutions through leading-edge management consulting along with technology. We work in a uniquely collaborative model across the firm and throughout all levels of the client organization, generating results that allow our clients to thrive.



# Management Consulting

Our extensive in-house capabilities and best-in-class partners allow us to create custom, purpose-built solutions that help drive our clients' businesses



# PRICING AND MARKET ACCESS

Our pricing and market access offerings allow for taking decision maximizing access & identify price opportunities



## Typical client question

How do we optimize the regional market access for the brand, considering our clinical outcomes?

Who are key stakeholders and what are their influence in access decision?

How should we communicate the value of our product and tailor it by stakeholder type across account and markets?

## Pricing and market access for Commercial Optimization

- . Access landscape including procurement, funding drug registration and uptake.
- . Key market trends and its impact on your business in short terms and long term.
- . Characterizing influence opportunity for your product.

## Stakeholder Engagement Strategies

- . Identify key stakeholders and their roles and relative importance for your product.
- . Mapping influence points within payer network.
- . Stakeholder organization mapping.
- . Communication strategy by stakeholder.
- . Innovative pricing strategies and access tactics.
- . Value message generation.

## Healthcare System Evolutions

- . PMA market system review.
- . Funding channel dynamics and evolution.
- . Funding channel strategies by setting.

# MARKET ENTRY STRATEGY

Market entry strategy engagements help our clients take insightful decision for geographic expansion to sustain growth



## Typical client question

Is it a priority for us now to enter this market?

Should we enter through greenfield, out licensing or partnership?

Who should we partner with and which channels should we use?

What should be our organization structure and commercial model?

## Opportunity Prioritization

- . Country attractiveness and prioritization.
- . Portfolio optimization.
- . Stakeholders mapping.
- . Forecasting and valuation.

## Localization Opportunity Assessment

- . Identify key benefits for localization and having a local manufacturing facilities.
- . Develop high level P&L model and long term forecast.
- . Which stakeholders are involved in localization and develop detailed. engagement strategy matching with company portfolio and pipeline.

## Entry Strategy and Implementation Support

- . Entry model evaluation.
- . Organization structure and commercial model.
- . Competitive intelligence.

# Launch Excellence

Our launch excellence services allows for planning and implementation of vital activities



## Typical client question

Where do your target patient diagnosed and at which stage?

How ready are my team to launch this product in a timely manner?

What are the activities, timelines and milestones from now until launch?

## Market understanding and forecasting

- . Develop market understanding for your product and key competitors.
- . Market forecasting for next 5 years and opportunity evaluation.
- . Patient epidemiology forecast including number of patients, % of diagnosed patients and treated patients.

## Performance measurements

- . Performance diagnostic.
- . Brand excellence framework.
- . Super KPIs framework.

## Patient Journey and Referral Pathway

- . Where do your target patient diagnosed and at which stage?
- . Which specialty treat them and when do they refer them to other specialties and when?
- . Which guidelines do physician follow and why?

## Test Value Proposition

- . Acceptance of KOLs for your new products.
- . Acceptable price range.
- . Estimated Rx. share.



# Portfolio Strategy

Portfolio Strategy allows for planning and implementation of vital activities for commercial success



## Typical client question

What will be the potential of new breast cancer product globally?

Is there a mismatch between our portfolio and market opportunities?

Where is the next source of growth for my company and how to unlock it?

## Corporate Portfolio Strategy

- . Market and Product Assessment.
- . Portfolio optimization and diversification.
- . Geographic footprints assessment.
- . Forecasting and Valuation.
- . Risks and scenarios analysis.

## Asset and Franchise strategy

- . R&D attractiveness and prioritization for specific TA.
- . Lifecycle strategy of key brands.
- . Forecasting and Valuation.

## Product Strategy and Valuation

- . Therapy area assessment.
- . Stakeholders engagement strategy.
- . Forecasting and Valuation.
- . Risks and scenarios analysis.

# Commercial Strategy

Our Commercial strategy engagements address the central questions of “where to play” and “how to win”



## Typical client question

Do we have enough number of people?

What is my optimal commercial infrastructure in light of the market opportunities and challenges?

Are we targeting the right segment of customers ?

Which Hospitals or accounts we should focus on ?

## New commercial models

- . Regional, sub-regional and subsidiary infrastructure.
- . Capabilities overview.
- . Resource allocation and sizing.
- . Implementation roadmap.

## Field Force optimization

- . Field Force Diagnostics, sizing and Deployment.
- . How many reps do you need to reach your target?
- . How to allocate you field force according to territory sale and workload?

## Customer Relation Management

- . Create a complete list of your target customer.
- . Customer segmentation based on visit and sales scores.
- . HST (Hospital Segmentation and Targeting).

# Market Research Services

Define Objective

Research Design

Data Collection

Generate insights

Data visualization

# Consultile Market Research

## Why Consultile?



- **Singular focus on Pharma industry**

**Consultile** as a consulting firm partner with pharmaceutical companies with singular focus in **pharma industry**.



- **Consulting Expertise**

Consulting team are experts in **healthcare and pharmaceutical industry**.



- **Market research through Consulting**

Prior each market research we do **prepare** our market research team with **comprehensive market understanding** and consulting advise (through **data analytics** and review of publications and key market trends) to maximize the outcomes of the research.



- **Recommendations & Action plan**

**Consultile** team partner with clients to develop recommendations and action plan after research insights are generated.



- **Tailored offerings**

**Tailored offerings** to regional and local client issues allowing for a clear positioning supported by a strong value proposition.

# Bridging The Gap Between Market Research & Strategy Consulting

## Traditional Market research

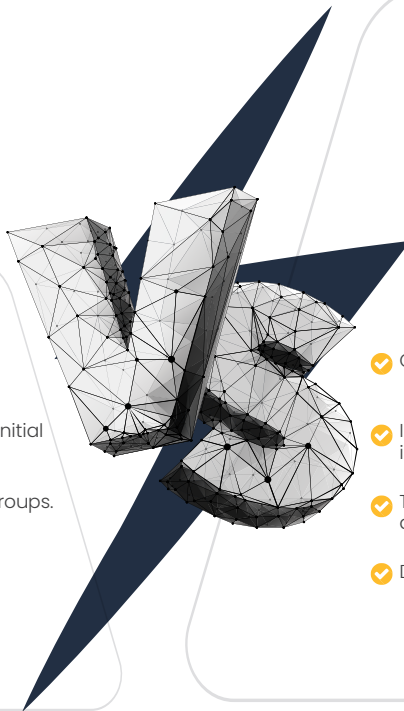
Traditional market research is understood as the act of gathering information

- ✗ Research is designed based on research objective and without data gathering.
- ✗ Data collected to answer specific questions with lack of initial market understanding.
- ✗ Consolidate captured insights and segment results by groups.

## Market research Consulting

Helping a business make high-level decisions that enable them to increase profitability or outperform the competition.

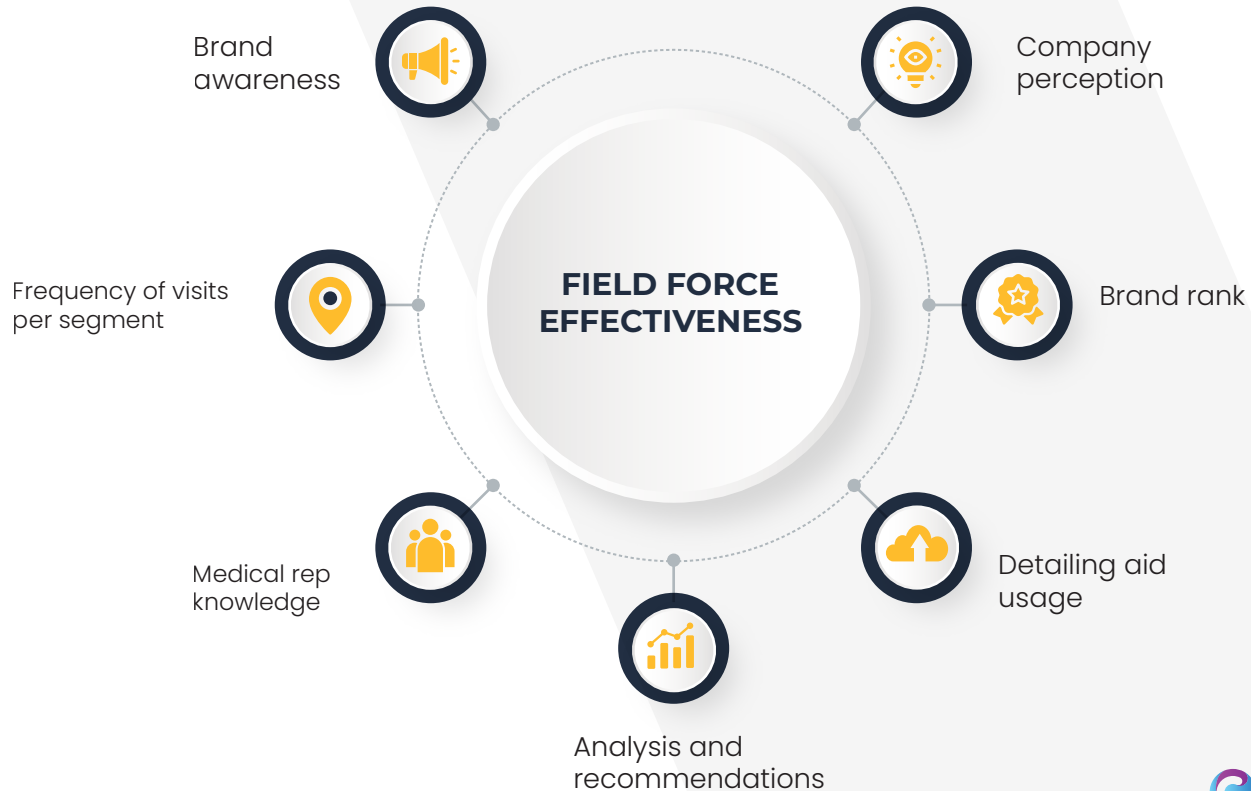
- ✓ Gathering data prior to fieldwork and review publications and syndicated reports.
- ✓ Identify information gaps to maximize the outcomes and improve efficiency of the research.
- ✓ Triangulation of insights generated from data gathering desk research and fieldwork.
- ✓ Develop recommendation and action plan.



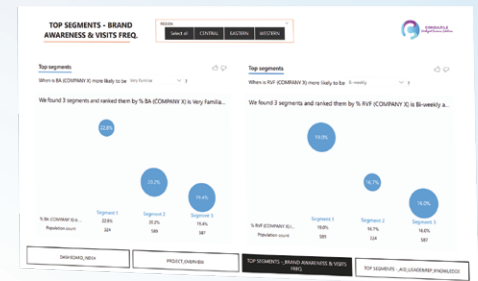
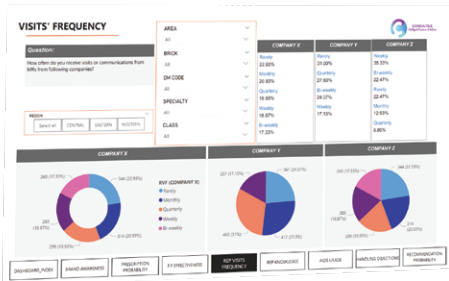
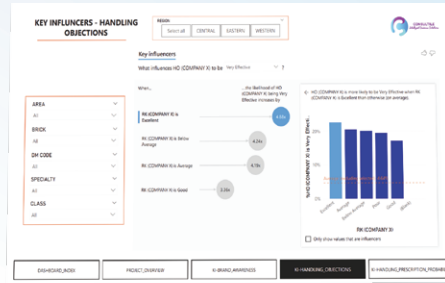


# Brand recall and field force effectiveness

Through a holistic dashboard you can assess the efficiency of company field force and their ability to follow your sales and marketing strategy



# Dashboard Demo



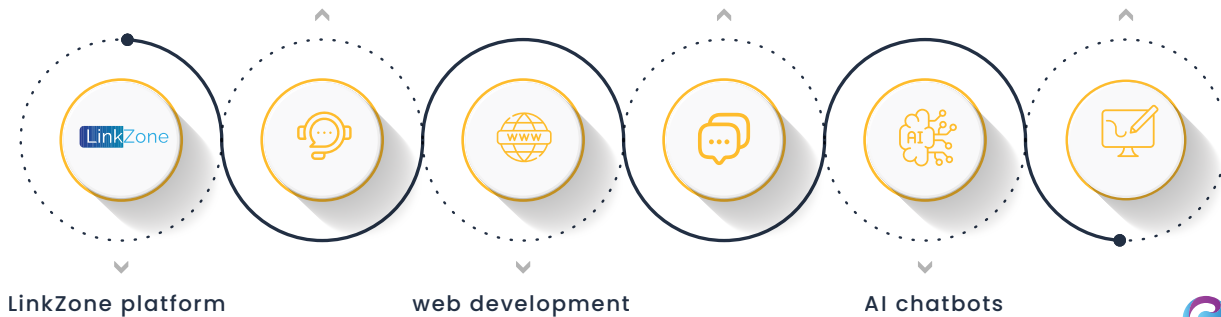
# Marketing Services

Differentiate, engage and scale

Consultile Call Center

Tracked Personalized

MAESTRO





Connect, Engage and Deliver

**LinkZone** is a **closed community** that enables Pharma Companies and governmental authorities to connect with **doctors and pharmacists** for different purposes including **education, training** and to **share** latest updates including **medical articles, scientific contents** as well as responding to doctors' feedback and inquires. HCPs have access to **LinkZone** from any device (PC, Tablet or mobile phone).

Manage your Community's privacy at your leisure. You have full control over user registration and moderation. This will help you build your personal **brand awareness**. Users can freely interact with each other and talk about shared interests and topics, while retaining the sense of freedom and safety.

## Users



Only invited users can join your community with public registration locked.

## Contents



Publish any type of contents on the platform including images, videos, polls and more.



## Engagements

Users can interact with your posts and post comments as well.

## Customized Branding

Use your own branding in all LinkZone Pages.

## Points and Rewards

Users earn points for community engagement.

## Live On-site and Email Notifications

Bring users back with newsletter-style emails.

## Events Manager

Powerful calendar solution to manage your events.

## Groups

Open, Closed and Secret user groups.



## Custom Profile Fields

Create custom profile fields for your community members: birthday fields multiple select, single select, date URL, country and more.

## Polls

Post a question for others to vote on.

## Chat

Users can communicate via private messages & real-time chat.

## Mobile APP Ready

Make your site accessible from mobile devices – launch your own community app! And while you're at it, make it easy to use, engaging and beautiful.



# LINKZONE SUBSCRIPTION

## Plans

### Basic

Up To **500** User

Limited to **one** Group

**Public** Groups

**Monthly** Backup

**Monthly** Reports

Open & Restricted Registration

-

User Restrictions **Level I**

User Capacity is **Capped**

### Advanced

Up To **3000** User

Up To **3** Groups

**Public & Private** Groups

**Weekly** Backup

**Monthly** Reports

Open & Restricted Registration

-

User Restrictions **Level II**

User Capacity is **Capped**

### Premium

Up To **5000** User

**Unlimited** Groups

**Public, Private & Secret** Groups

**Daily** Backup

**Monthly Or Bi-Weekly** Reports

Open & Restricted Registration

**Hide Users**

User Restrictions **Level III**

User Capacity is **Flexible**

# Consultile Call Center

Building communication

## Call Center



### Targeting

Target Audience Identification

Prepare doctor list and identify target audience



### Preparation

Prepare Project Materials

Receive all material from Company including call scenarios



### Kick Off

Project Launch

Consultile start calls for three months



### Reporting and Analytics

Project Reporting

Prepare a list of doctors and their responses and participation.

## Objectives

- . Medication Acceptance testing
- . Teasing Campaign
- . Remote Areas coverage

# web development

- . At Consultile, we design and develop websites that not only look great but also drive results for your business. Our web development services are focused on creating responsive and user-friendly websites that provide a seamless user experience.
- . From custom web applications to e-commerce websites, Consultile has the expertise to build the website you need to achieve your business goals.

## Tailored Solutions for Pharmaceutical Companies

**Company Websites:** Establish a strong online presence with a professional and informative company website.

**Brand or Product Websites:** Showcase your pharmaceutical products effectively to your target audience.

**Mobile-Based Applications:** Enhance accessibility and engagement with mobile apps designed for healthcare professionals and patients.



# Tracked Personalized SMS/E-Mail / whatsapp Service



## Customized

Change your Sender ID every time you send a new campaign.



## Personalized

Personalize SMS with doctor name make doctor more comfortable and trust your message.



## Tracked

Tracked SMS allows you to know who open your message; when and if he clicked the link.

# NFC Business Cards for Pharmaceutical Companies

NFC business cards are equipped with a chip that allows seamless communication with NFC-enabled devices like smartphones.

**Use them to:**



## **Contact Information**

Quickly save and share your contact details.



## **Online Presence**

Provide instant access to your website and social media profiles.



## **Medical Information**

Offer easy access to detailed medical information from the insert leaflet.





# AI chatbots as digital therapists

**Chatbots**, also known as conversational agents, employ artificial intelligence (AI) to chat with people.

Digital therapies chatbots are computer programs that use natural language processing (NLP) and machine learning algorithms to simulate human conversation and provide health support to individuals.

There are three main product categories for digital therapeutics:

- Products to treat a disease.
- Manage a condition.
- Improve a health function.

## Functionality

- Works online (computers or smartphones).
- Personalized Support
- Is available in multiple languages.
- Provides information and answer patient question in a user-friendly manner.



# How digital chatbot work

Digital chatbots use artificial intelligence (AI) and natural language processing (NLP) to **simulate human-like conversation**.



## NLP

The chatbot uses NLP to understand the user's input. This involves breaking down the user's input into small pieces, such as words or phrases, and analyzing the meaning behind them.



## Machine Learn

The chatbot uses machine learning algorithms to learn from the user's input and responses over time. This helps the chatbot become more accurate and personalized in its responses



## Responses

The chatbot provides responses to the user based on the input it has received and the machine learning algorithms it has learned. Responses can include advice, coping strategies, or simply conversation to provide emotional support.



## Feedback

The chatbot may also ask the user for feedback on its responses to improve its accuracy and effectiveness in future conversations.

# MAESTRO by Consultile

MAESTRO by Consultile is a comprehensive solution, crafted by industry experts to streamline the product launch process, mitigate risks and ensure success at every stage. **“Orchestrating launch to achieve launch excellence”**



## Streamlined Launch Process

provides a centralized platform for managing all aspects of the launch process, from planning to execution

By following a structured approach, companies can streamline processes, reduce redundancies, and avoid unnecessary delays



## Efficient Collaboration

Cross-functional teams can easily collaborate and share information, reducing delays and miscommunication.

Allows for real-time tracking to identify and address bottlenecks promptly.



## User Friendly Interface

Has an intuitive and user-friendly interface that requires minimal training.

Users can quickly adapt to the system and maximize their productivity.

## Better alignment

Defined roles and responsibilities, and regular progress updates ensure that everyone is working towards common goals & objectives

## Issue tracking

Proactive identification and mitigation of risks throughout the launch process, By meticulously documenting and analyzing issues, to prevent their recurrence in future launches.

## key performance indicators (KPIs)

Empowering stakeholder's customizable metrics ,it revolutionizes the way launch projects are managed, driving efficiency and success



## Real-time task views

Monitoring tasks classified as To-do , InProgress and completed to be able to celebrate Achievements, maintain momentum, & anticipate opportunities

## Access control

Each task is equipped with a dedicated task card, serving as a comprehensive repository of all necessary task data

## User Friendly

Has an intuitive and user-friendly interface that requires minimal training, effortlessly navigate through various stages of the launch process.



## Patient Support Program

**Consultile's Patient Support Programs (PSP)** service empowers pharmaceutical companies to enhance patient engagement and outcomes. From program design to execution, we offer a seamless solution, including a platform for real-time tracking and progress reporting. Our approach ensures timely, personalized support, with adherence and persistence reminders to keep patients on track, helping optimize program impact and continuity of care.

# Patient support program



A man in a blue shirt is seen from the back, looking towards a screen in a training center. The screen displays the text 'Consultile Training Center'.

## Consultile Training Center

## Get Started

Experience the power of AI-enhanced learning with Consultile's Training Services.

# Training Center

## Training Services: Elevate Skills and Unlock Your Potential

At Consultile, we believe in the power of knowledge and continuous learning to drive success in the ever-evolving healthcare and pharmaceutical industries. Our Training Services are designed to empower professionals with the skills and insights they need to excel in their roles and make a significant impact.



**Customer Excellency  
Journey in  
Community Pharmacies**



**Pharmacy  
Merchandising and In-  
Store Communication**



**Modern Marketing  
Approaches  
in Pharmacies  
(Instore & Webmarketing)**



**Pharmacy Customer  
Types/Shopping/Decision-Making  
and Buying Behaviors**



**Interpersonal and  
Technical Skills  
/the Comprehensive  
Pharmacist**



**Essential Management  
Skills for  
Pharmacy and Business  
Managers**



# Training Center

Our extensive catalog of training modules covers a diverse range of topics, from soft skills to advanced management and marketing skills, all customized to meet the unique demands of the healthcare and pharmaceutical sectors.

**1**

## Customer Excellency Journey in Community Pharmacies

- Explore the fundamentals of customer service and what constitutes 'excellent service'.
- Understand consumer needs, motivations, emotions, and mood.
- Learn how to create customer loyalty and implement cross-selling and up-selling strategies.

**2**

## Pharmacy Merchandising and In-Store Communication

- Define the principles and benefits of effective merchandising and display.
- Optimize the pharmacy's exterior and interior design for higher visual merchandise.
- Discover the key elements of visual merchandising and effective display techniques.

**3**

## Modern Marketing Approaches in Pharmacies (Instore & Webmarketing)

- Explore the foundations of marketing management.
- Discover the power of branding and successful marketing campaigns.
- Learn how to effectively use social media platforms for pharmacy marketing.

**4**

## Pharmacy Customer Types/Shopping/Decision-Making and Buying Behaviors

- Dive into the psychology of consumer behavior.
- Understand what influences purchasing decisions and how to leverage this knowledge.
- Gain insights into different consumer types and their shopping behaviors.

**5**

## Interpersonal and Technical Skills /the Comprehensive Pharmacist

- Develop the knowledge, skills, and attitudes required for patient-focused pharmacy practice.
- Enhance communication skills, including active listening and positive verbal and non-verbal communication.
- Gain insights into effective consultation skills and problem-solving techniques.

A person in a dark suit and tie is shown from the chest up, holding a glowing yellow star in their open palm. The background is blurred, suggesting an office setting. The text 'Case Studies' is overlaid on the left side of the image.

## Case Studies

Discover our impactful case studies, showcasing Consultile's expertise in management consulting and market research. Each project highlights our strategic approach to addressing unique client challenges, from optimizing operational efficiency to uncovering actionable market insights. By leveraging in-depth analysis and tailored recommendations, these case studies demonstrate our commitment to driving measurable success and empowering our clients in the healthcare and pharmaceutical industries.

# CASE STUDY I

## Project Type

MARKET RESEARCH

## Client Overview

LEADING GLOBAL MULTINATIONAL  
COMPANY

## Project Objective:

The objective of this project was to collect market insights on vaccine practices on both pediatric and adult scopes, decision-making processes, sources of information & challenges, and social media engagement & influence

## Approach:

- Conducted research to understand vaccination channels, addressing challenges and enhancing awareness among mothers/parents and adults through targeted campaigns.
- Analyzed social media usage, identifying influential platforms and influencers for disseminating vaccine-related information.
- Investigated the patient journey for vaccination, identifying barriers and proposing tailored strategies to enhance vaccination rates among high-risk populations.
- Explored healthcare provider perspectives on adult vaccination, addressing barriers to vaccine prescription and enhancing healthcare system dynamics.
- Defined areas of improvement to enhance vaccination rates among high-risk patient populations, proposing tailored strategies and interventions to address identified barriers and increase vaccine acceptance.

### How did we help our client to identify future policy directions and recommendations ,for improving vaccination practices for both pediatrics and adults with chronic conditions?

For pediatric vaccination, Consultile helped its customers to understand the channels & tools for mothers, especially new ones, as caregivers and decision-makers in the vaccination decisions of infants and children, to improve their awareness and compliance levels through launching successful insight-based awareness campaigns. For adults with chronic conditions, we identified patient pain points to convince them of vaccination, minimizing risks.

# CASE STUDY II

## Project Type

MANAGEMENT CONSULTING;  
MARKET ACCESS

## Client Overview

REGIONAL PHARMACEUTICAL  
COMPANY

## Project Objective:

The objective of this project is to conduct pre-launch market research to understand the usage and attitudes towards anti-aging products. Additionally, the project aims to estimate the market size, forecast the market for the next five years, identify key channels (RX Vs OTC Vs social media), understand the key drivers and switch triggers for choosing products, analyze the key players in the market, and assess commercial activities.

## Approach:

- Initiated project discussions and established objectives.
- Conducted initial desk research to gain insights into the anti-aging market landscape & developed discussion guides to guide qualitative interviews.
- Engaged with target stakeholders, including pharmacists, doctors, and consumers, to gather insights through qualitative interviews.
- Conducted interviews to ensuring representative sample size.
- Ensured that all captured insights were aligned with the project objectives.
- Consolidated all findings from stakeholder interviews into a final report.
- Provided comprehensive analysis summaries and actionable recommendations to our client.

## How did we help our client to gain deep insights into anti-aging market ?

By Working closely with our client, we conducted desk research along with qualitative primary market research to develop an initial understanding of the anti-aging market. We developed a deep understanding of usage and attitudes towards anti-aging products, with estimated market size and forecasted the market for the next five years. Consultile also uncovered key drivers and switch triggers influencing product choice analyzed key players in the market and evaluated their commercial activities.



# CASE STUDY III

## Project Type

MANAGEMENT CONSULTING;  
MOLECULE ASSESSMENT

## Client Overview

LEADING PHARMACEUTICAL  
COMPANY

## Project Objective:

The objective of this project was to conduct an in-depth evaluation of the pharmaceutical market encompassing 26 key molecules. The assessment included analyzing factors such as market size, growth projections, competitor landscape, and other relevant factors.

## Approach:

- Conduct research to quantify the revenue generated by each molecule within the market segment.
- Categorize pharmaceutical substances using the ATC4 system and calculate market sizes for each category.
- Evaluate historical data and apply forecasting techniques to predict future growth rates for each molecule.
- Define Market Growth, Analyze historical market data, and identify drivers of the overall market growth to project future trends.
- Estimate Market Share for the Products relative to competitors and assess factors influencing market share.
- Develop a comprehensive forecast model to predict market and product performance over the next five years, informing strategic decision-making.

## How did we help our client understand the market, make smart decisions, and stay ahead in the pharmaceutical industry?

Through meticulous research and data analysis, we offered concrete recommendations, classifying the markets into three categories: high, medium, and low attractiveness. This allowed our client to make informed decisions about resource allocation, strategic planning, and potential investments, maximizing their ROI and minimizing risks. Furthermore, as the pharmaceutical landscape constantly evolves, this Market Assessment is a compass, guiding them toward the most promising opportunities.

# CASE STUDY IV

## Project Type

MANAGEMENT CONSULTING;  
LAUNCH EXCELLENCE

## Client Overview

LEADING GLOBAL MULTINATIONAL  
COMPANY

## Project Objective:

The objective of the Launch Excellence Project is to provide comprehensive consultation services to our client, addressing their challenges with frequent launch process delays.

Our goal is to design a structured launch plan and process that includes clear timelines, milestones, and assigned stakeholders.

## Approach:

- Foster a common understanding and alignment among stakeholders on the standardized launch process for new pharma products.
- Gather accurate and comprehensive data on the launch timelines for each step of the process across different countries.
- Collaboratively customize proposed templates and checklists to meet the specific needs and regulatory requirements of each country.
- Design a structured launch plan; This plan will be meticulously linked to templates, checklists, and meeting protocols to ensure effective control and oversight throughout the launch process.
- Lay the groundwork for an ongoing process improvement framework by identifying areas for enhancement and establishing a feedback loop.

## How did we help, our client overcome frequent launch delays through our project

Through a meticulous analysis of existing processes and identification of pain points, we worked closely with key stakeholders to develop a strategic roadmap for launch excellence to deliver tangible results, including launch plan diagram, templates, and meeting toolbox. We enabled our client to regain control over their launch initiatives and drive tangible results.

# CASE STUDY V

## Project Type

MARKETING SERVICES; WHATSAPP  
CHATBOT

## Client Overview

LEADING REGIONAL COMPANY

## Project Objective:

The objective of this project was to implement a chatbot solution for a specific medication, providing doctors with a convenient platform to obtain comprehensive information and answers to all questions related to the drug. Additionally, the project aimed to create branded NFC cards to complement the chatbot functionality, ensuring seamless access to essential drug information

## Approach:

- **Chatbot Development:** Ensured that the chatbot's responses were based on information sourced from valid and reputable references, such as medication insert leaflet to maintain accuracy and reliability.
- **Content Curation:** Curated comprehensive content, including dosage guidelines, side effects, drug interactions, and contraindications, to ensure that all information provided by the chatbot was backed by credible references.
- **Integration with NFC Technology:** Integrated the chatbot platform with branded NFC cards linked to the sources of information, enabling doctors to access the references directly and verify all information provided by the chatbot.

### How did we help our client to effectively reach doctors with their medication and by ensuring the accuracy and reliability of drug-related information provided through our chatbot?

Consultile provided an edge of user-friendliness by sending branded NFC cards to doctors, featuring the medication name and easy access to information through the chatbot, further facilitating seamless access to accurate drug-related information leading to improved decision-making and patient care.



# CASE STUDY VI

## Project Type

MANAGEMENT CONSULTING;  
PRODUCT MANAGEMENT

## Client Overview

LEADING REGIONAL COMPANY

## Project Objective:

The objective of the project was to perform product management for Leading regional company, to gain comprehensive insights into the product's position in the market and to determine the most effective strategy for successful launch, ensuring optimal market penetration and competitiveness.

## Approach: *Our*

- Consultile Conducted market research to define the product description and estimate market size, considering factors such as target audience, competitive landscape, and market trends.
- Developed a comprehensive marketing strategy, including positioning, messaging, and channels, based on competitor analysis and market insights.
- Generated market insights using a 5-year forecast model, allowing us to anticipate market trends.
- Created a go-to-market plan for three phases (pre-launch, launch, and post-launch), outlining strategies and tactics for each stage of the product lifecycle.
- Provided support with doctor lists in hospitals, polyclinics, and centers, and created artwork, labeling, and leaflets to support the product launch and marketing efforts.

## How did we help our client to obtain thorough market insights, craft a winning launch strategy, and guarantee maximum market penetration and competitiveness?

Consultile Worked closely with a leading regional company, we conducted a thorough assessment of the market landscape and developed a strategic plan for successful launch. This involved defining the product description, estimating market size, and identifying key competitors to inform our marketing strategy. We also generated market insights using a 5-year forecast model, which guided the development of our go-to-market plan.



# CASE STUDY VII

## Project Type

MARKET RESEARCH; FIELD FORCE EFFECTIVENESS

## Client Overview

GLOBAL PHARMACEUTICAL COMPANY

## Project Objective:

The objective of the project was that our client aimed to expand its business in required country by launching new products, necessitating the expansion of its field force from one line to two lines. Including overall market sizing for each product, allocation, and positioning of products in the new two-line structure

## Approach:

- Conducting thorough analysis to estimate productivity per head and identify growth opportunities, ensuring our client field force allocation aligns with market dynamics.
- Analyzing Rx overlap and concentration to streamline team structure, optimizing field force allocation for maximum efficiency.
- Developing a new line structure and allocating products based on workload buildup models, ensuring optimal resource utilization and ROI per territory.
- Using physician data and coverage sizing models to determine cost-effective field force allocation, maximizing market coverage within budget constraints.
- Identification of new field force required for expansion, allocation of field force per line per territory, and setting detailed sales targets per line per Medical Representative.

## How did we help our client to optimize field force planning and allocation to facilitate effective business expansion?

Through meticulous analysis and strategic planning, we provided our client with tailored recommendations on the allocation of their field force resources across different territories and product lines. We successfully estimated market size, allocated and positioned products in the new two-line structure, identified new field force requirements, and set detailed sales targets per line per Medical Representative. The final report provided our client with actionable insights and recommendations to support their expansion efforts; by aligning field force allocation with market dynamics and sales targets, we helped our client maximize their sales potential and enhance their market presence.

# CASE STUDY VIII

## Project Type

MANAGEMENT CONSULTING;  
MARKET ACCESS

## Client Overview

REGIONAL PHARMACEUTICAL  
COMPANY

## Project Objective:

The objective of the project was to conduct market research to gain insights into the usage and attitudes regarding contrast agents in required countries. This included estimating the market size, forecasting for the next five years, understanding usage patterns in different settings, examining the procurement process, identifying key drivers for product selection and switch triggers, and analyzing key players in the market along with their commercial activities.

## Approach:

- Collaboration with our client to kick off the project.
- Conducted desk research to develop an initial understanding of contrast agents in required countries.
- Built discussion guides to refine understanding.
- Conducted interviews with stakeholders, including radiologists, technicians, nurses, and purchasers.
- Conducted discussions with stakeholders to further refine qualitative fieldwork outcomes.
- Consolidated insights from stakeholder interviews.
- Delivered a final report capturing all findings, including analysis summaries and recommendations.

## How did we help our client in making well-informed decisions regarding the contrast agents' market?

Consultile enabled our client to gain a deep understanding of market dynamics, usage patterns, procurement processes, key players, and commercial strategies, we successfully estimated market size, forecasted for the next five years, and identified usage patterns in various healthcare settings. Additionally, we gained a deep understanding of the procurement process, key drivers influencing product selection, and key players in the market along with their commercial activities.

# Please Contact Us for More Information

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