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# Brandspeak

AN E-UPDATE BY BRANDCARE

*Med-ad Update*

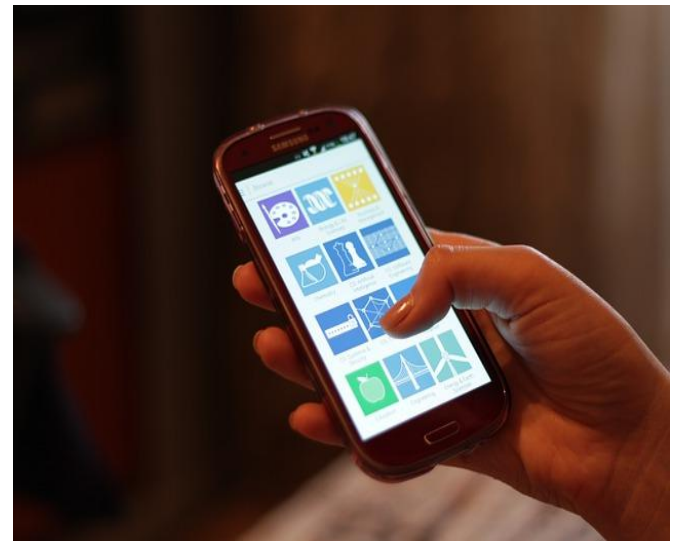
## ICT Spending in Indian Healthcare

*With the growing technological advancement, spending on Information and communication Technology has been on the increase. Mobiles and tablet are being used by healthcare companies in their marketing endeavour to showcase their product/service as one of the best in the market.*

The Health care environment is changing at a rapid pace with the advent of newer technological changes happening in this sector. With the key aim of reaching to every demography, the key management decision lies in the growth of health care brands, strategic public-private partnership and positioning the product/service through the right communication medium. According to a report, ICT spending in Indian health care in 2013 is estimated to be \$ 413.4 million, a whopping growth of 12.3% over the previous year. Use of mobiles and tablets will be a key technological change with companies readily adapting to it in detailing and communicating with the customers.

In a survey conducted on health care companies, 28% of them responded that they plan on adopting mobile technology in their marketing communication, whereas presently only 7% have already entered this space and have their mobile technology in use.

With increasing line of business participation, vendors are expected to be aware of the procurement and partnership patterns with health care organizations. Though this segment is at a very nascent stage, there is a lot of scope and potential for technological vendors to partner with health care providers and identify key stakeholders in reaching to the customers more effectively.



## World Hepatitis Day, 28<sup>th</sup> July, 2014

**“Nearly 119,000 cases of all-cause viral hepatitis were reported in India in 2012”**

Hepatitis viruses can be categorized by the mode of transmission-by water or blood- and they show different signs of epidemiology, presentation, prevention and control.

# Cannes Lions Health Festival- The first of its kind



The lions health festival, held in mid-June 2014 at Cannes, France as a part of Cannes Lions International Festival, is dedicated to encouraging new and innovative healthcare solutions at a global level. 800 people from 50 countries gathered to share, discuss and judge creative health care solutions. Lions health is the most honorable award category. In its first year, out of the 1400 entries, 66 entries were awarded across pharmaceuticals, health and wellness categories. The festival covers three main areas : **health, wellness** and **sustainability**. Lions Health had 17+ seminars and a whole array of multimedia exhibitions of all the entries. The grand prix for each category is an added attraction. The award categories are divided into product categories that already include pharmaceutical and health care category. Its not only a great portal for learning and appreciating new ideas but also a global podium for healthcare professionals to meet, interact and network. There are various parameters of evaluation

#### **Usage of digital media**

Constructing a new health and wellness platform and using mobile applications to track healthy patterns are one of the most strategic and approachable step to sensitization. Healthcare apps and mobile engagement have increased by 18% from the last year.

Wearable technology gadgets are another area where digital tools have been used. 62% of fitness-band owners use their gadgets daily to track the calories burned and supervise their heart rate.

#### **Use of consumer insights**

While communicating a product or service to the customer, it becomes really necessary to take into account the consumer need and the insights from the primary research. Without this, it makes no sense that the product/service will connect to the consumer.

#### **Authentication**

Attaching a product/service to a wellness brand would not work in the long run. One has to take care that the purpose of the product/service synchronizes well with the brand motto.

#### **Social media**

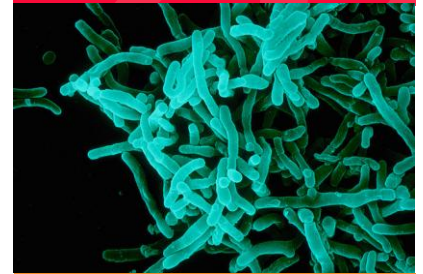
An online community interested in living a healthy life can help spread the message and in turn help in customer engagement programs. Tapping mass online media helps gaining strong hold of the market.

#### **Customer satisfaction**

The ultimate aim are the results that the product/service brings to the table. It should serve the purpose it was made for and give the customer the satisfaction he seeks from it.

Cannes sets standards for judging each and every project at the mentioned levels and gives innovative solutions a global recognition for it too. This award ceremony will provide a stage for budding professionals in the near future to implement solutions to the present health care challenges.

## HEPATITIS VIRUS



Hepatitis viruses are estimated to be among the top 10 causes of deaths in India. According to WHO, 240 million people globally are infected with Hepatitis B and around 150 million are infected with Hepatitis C.



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