

Medwiz

BUILDING A WHOLESOME & HEALTHY WORLD

With a firm belief that in today's fast paced world, health is real wealth and the biggest asset for a human being, Medwiz Healthcare Communications Private Limited has been playing a crucial role in keeping people healthy as a full service international agency solely dedicated to healthcare communications

Established in 2005, the primary objective of Medwiz is to consistently create value and design the products beyond expectation with its strategic understanding and creative thinking. The inception of the agency goes back to the days when its founder Dr Mamta Jain was working as a medical practitioner. During this period she noticed a huge gap in the healthcare industry as the pharmaceutical companies were devoid of the appropriate tools to market their products. She understood that there is

an urgent need of providing credible marketing solutions to the healthcare sector; thus Medwiz was formed.

PROVIDING VALUE-BASED SERVICES

Medwiz is an advanced and visionary healthcare communications agency that meets the needs of healthcare clients through scientific acumen, excellence in delivery and dedicated services. It offers unique value based services catering to the needs of physicians, pharmaceutical companies, healthcare service providers, patients and

consumers.

It has an efficient team of professionals that includes doctors, pharmacy graduates, medical writers, scientific directors, technology specialists, content researchers, creative directors and practising advisors. Its experts are proficient in delivering anything, from site building to search engine optimization, through to integrated online campaigns. Considering the fact that India is a big country with a population of over 1 billion people, any healthcare business operating in the country should have a robust working mechanism and proper planning strategy.

Medwiz has always focused on this, and its excellence in healthcare communications is built upon scientific excellence, strategy insight, quality, commitment and innovation. The fastidious planning and careful execution by the team has earned Medwiz many valuable clients including Abbott nutrition, Piramal Healthcare, Cipla,



Ranbaxy, GSK, Lupin, Pfizer and many more prominent pharmaceutical and medical associations.

COMPREHENDING THE IMPORTANCE OF HEALTH

Understanding that health is of utmost importance for humans, Medwiz has established a "direct to patients" communication service in the departments of oncology, diabetes, nephrology, etc. combining deep knowledge of patients' healthcare experience with insight into their mindset & behaviour to create highly effective concordance, loyalty programs & materials from patient acquisition to patient compliance.

