

EMEDIWRITE

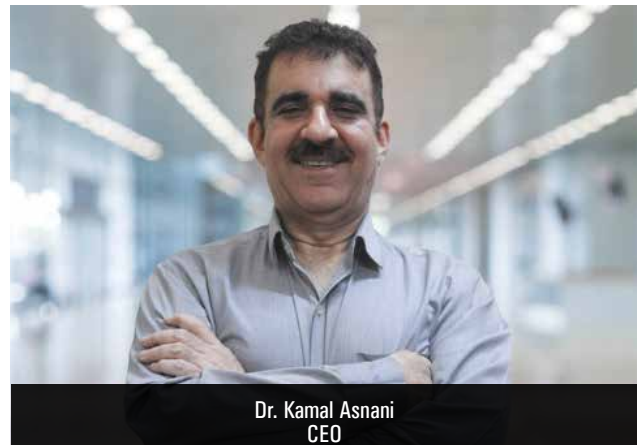
ASSISTING CLIENTS IN ENHANCING OPERATIONAL EFFICIENCY & OPTIMIZING BUSINESS PROCESSES

The global healthcare consulting services market size was valued at \$28.19 billion in 2023 and is anticipated to reach \$41.20 Billion by 2026, growing at a CAGR of 11.5 percent during the forecast period 2023 to 2026. The increasing need to enhance efficiency and reduce costs by updating current technology is fuelling the expansion of the healthcare consulting services market. However, consultants in this field often fail to examine current market trends and consumer behaviour as a result of which they struggle to develop marketing plans for their clients that effectively cater to the unique needs of the healthcare industry. EMEDIWRITE notably distinguishes itself among the emerging choices as it endeavors to provide solutions enabling clients to establish a distinctive market presence, standing out amidst the noise. Additionally, the company creatively and uniquely emphasizes their client's USP.

EMEDIWRITE, established in 2016, specializes in crafting medical marketing strategies tailored for healthcare organizations. With a focus on medical, marketing and healthcare business solutions, they have been assisting clients in these sectors. Established in New Delhi, the company serves as a prominent ally in the field of medical, healthcare communication and branding. "Our primary goal is to revolutionize medico-marketing communications for companies operating in the healthcare and biopharmaceutical industry, regardless of their size - whether small, medium or large-scale", says Dr. Kamal Asnani, CEO.

Focused on Provision of Resilient Marketing Solutions

EMEDIWRITE specializes in crafting and offering robust healthcare marketing solutions. These solutions are designed to effectively tackle the most challenging issues within the industry. The approach involves integrating analytics, cutting-edge technology, deep medical knowledge and top-tier scientific content to provide comprehensive and impactful solutions. The company also offers membership services to medical societies and bodies, enabling doctors to gain access to valuable connections, leadership opportunities, networking, career



Dr. Kamal Asnani
CEO

advancement leads and guidance on business and patient care topics by joining a medical association.

Vast Network Comprising Pivotal Opinion Leaders

EMEDIWRITE has an extensive network of KOLs that spans across diverse medical specialties, earning recognition from both industry and academia. These KOLs collaborate on vital therapeutic modalities and technologies, acknowledged by governments and associations worldwide. Furthermore, the company provides KOLs with a range of promotional services, such as Power Point presentations, lecture planning, press releases, media exposure, print and social media management, patient networking assistance and doctor recognition. This holistic support is designed to elevate doctors' brands and cultivate their prominence in their specific fields.

Talented & Experienced Group of Experts

By deploying its infrastructure assets, EMEDIWRITE enhances its capability to tackle various issues and deliver comprehensive solutions in the field of healthcare. The firm provides its clients access to a diverse team of highly skilled professionals, including those in the medical, IT, creative and business process domains. Their collective expertise allows them to effectively navigate and address complex challenges within the healthcare sector.

EMEDIWRITE integrates clinical insight with customer requirements and internal dynamics to craft a growth strategy and plan that is both effective and well-rounded. Their emphasis lies in developing robust brands that align with the needs of patients, physicians and various professionals, with the goal of attracting and retaining their target customers effectively. In addition to delivering a broad spectrum of high-quality medical communication, editorial and publishing services for the pharmaceutical industry, healthcare professionals and medical institutions, they actively participate in clients' projects from the initial concept to execution, ensuring ongoing maintenance and oversight.

Robust Strategic Alliances with Prominent Industry Leaders

EMEDIWRITE places a strong emphasis on fulfilling its responsibilities to the people it serves. This is evident through their support for cutting-edge initiatives and the establishment of programs that encompass a broad range of healthcare disciplines. The company has a history of forming solid strategic partnerships with leading figures in the healthcare and pharmaceutical industries. These collaborations are a testament to the firm's commitment to shaping a bright and promising future in the field. Through ongoing efforts and alliances, they aim to contribute significantly to advancements and innovations in healthcare.

The core values that guide EMEDIWRITE's approach include a commitment to good governance, sustainability, openness and thought leadership. These values are not just stated but are actively integrated into their daily business practices. In essence, the company aims to bring about positive change and innovation in the way healthcare-related companies communicate and brand themselves, driven by principles that prioritize ethical conduct, lasting impact,

transparency and leadership in ideas. The company has recently launched the CPMC program, a Certificate Program in Medical Communication. This initiative provides freelancers with an opportunity to develop into professional medical writers, offering assistance in honing their skills.



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Future Objectives

Moving forward, EMEDIWRITE is enthusiastic about upcoming opportunities to provide services and engage with its clients and stakeholders. They express a positive outlook and are eager to foster ongoing relationships and collaborations in the future. The company aims to play a pivotal role in advancing global health practices and outcomes. They plan to achieve this by employing strategic communication methods that empower both humanity and healthcare initiatives. Through thoughtful and purposeful communication strategies, the company seeks to contribute positively to the overall enhancement of healthcare standards worldwide. **PO**





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2024

*In appreciation of its exceptional diligence and inimitable
approach to fulfill the end-to-end requirements of the customers.*

Sudhakar Singh

Sudhakar Singh
Managing Editor
India Pharma Outlook