



PHARMA

**Supercharge your marketing efforts and influence practitioner scripting behaviour.**

### **AMPLIFY YOUR BRAND**

Increase brand visibility with strategic **banner placements**, **priority listings** and **DoseInfo** at the point of scripting.



### **PRODUCT ANALYTICS**

Monitor **product performance** and view **vital insights** into the scripting behaviour of practitioners.



**CompuGroup  
Medical**

# BREATH LIFE INTO YOUR OMNICHANNEL PHARMACEUTICAL PRODUCT CAMPAIGNS.

Engage intelligently with your target audience and influence scripting behaviour at the source. CGM's alternative paid media platform, ICANSRIPT, puts your brand in front of prescribing doctors influencing product preference.

Integrated into the diagnosis and e-script workflows in MEDEDI and PRACTICE PERFECT, display campaigns and priority listings are tailored to target Molecule, Active ingredient, Product, ICD-10 codes and ATC Level to ensure greater product relevance and engagement. Increase the selection of your products to be prescribed by making DoseInfo readily available during scripting.

## Capitalise on the power of ICANSRIPT.

Contact us to learn more about how we can enhance the way your products are perceived.



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South Africa's only qualified  
e-scripting platform promises  
digital medication management  
encouraging chronic patients to stay  
on course with treatment.

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## HOW IT WORKS

The most effective way to enhance the visibility of your pharmaceutical products where it matters most.

Show **DoseInfo** at the **point of scripting** to reinforce your product as the convenient and preferred choice.



Leverage **branded product banners** on medicine search results to influence product choice.

Display **product banners to increase product awareness** based on relevant diagnosis codes.



## Increase product brand awareness

Market on ICANSRIPT to boost visibility in the decision journey of your omnichannel campaigns.

- Expose practitioners to targeted display banners in patient diagnosis and medicine search
- Increase product visibility by targeting ICD-10 code, Molecule, Active ingredient, ATC Level
- Priority listing on medicine search results

## Influence product preference

Reach your target audience effectively as they search and select medication for prescription.

- Target prescribing doctors with branded product banners in the e-scripting workflow
- Product branding on DoseInfo's digital drug sheets
- Promote branded products in favour of competitor products and generics

## Insights into scripting & dispensing behaviour

Get vital insights into the scripting and dispensing behaviour of practitioners and pharmacies.

- Monitor your growth with monthly product marketshare reports
- Compare product performance against competitors in your category
- Track prescribing trends for specific conditions

**Sign up today to amplify your influence.**

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[www.cgm.com/za-pharma](http://www.cgm.com/za-pharma)

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Powering South Africa's smartest  
pharmacy networks.

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