IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

"Master Class Episode 134"

"Master Class Episode 134"
TOPIC: Future Trends: AI and the Evolution of Pharmaceutical Digital Marketing
DATE: 09th April 2025 from 10:00 am to 03:00pm.
VENUE: G-03 IT Lab**,** IIHMR University, Jaipur
SPEAKER: Shailaja Dwivedi Pathak Co-Founder of Pareizo Media
NUMBER OF PARTICIPANTS: 109 students from 1st year MBA (Pharmaceutical Management)
INTRODUCTION: The 133rd episode of Master class Session titled – "Basics of Digital Health and Healthcare Applications" held on **9**th April, 2025, at IIHMR University. This session featured the guest speaker Shailaja Dwivedi Pathak Mam (Co-Founder of Pareizo). The event was moderated by Dr. Sudhinder Singh Chauhan, Associate Professor, and Student Co-ordinator Mr. Ruparel Meet Manojbhai from batch PM-16.
OBJECTIVE: This session aims to introduce us with pharmaceutical digital marketing is poised for transformation through AI, enhancing data analysis, personalized marketing strategies, and streamlined drug development processes. Participants will gain insights into the usage of digital tools, their benefits, and challenges. The expert discussed emerging trends and technologies shaping digital healthcare. By the end, attendees understood the role of digital Marketing and AI in the pharmaceutical industry.
Salient Novel Points Covered: **ROLE:** Shailaja Mam discussed the concepts of influencer, radio, and electronic marketing. A brief discussion about digital marketing channels. The importance of SEO, PPC, Geotagging of brands, Neumonics for easy remembrance to HCPs. Mam focused on understanding the gaps between the pharma companies, HCPs, and patients through digital tools.   **KEY TAKEAWAY POINTS FROM THE SESSION:**   - Digital Marketing Channels in Pharma – Concepts of Influencer, Mobile & Viral, Radio & TV ads, Electronic Billboards, SEO, PPC, social media, Content & Email Marketing.   - Engagement Strategies –Use of Infographics & mnemonics to strengthen brand identity amongst HCPs. Personalization using prescription data (IMS, SMSRC).   - Localized Strategy – Importance in understanding per capita income in specific areas to build brand strategies according to localized recognition.   - Regulatory Compliance – Using AI to ensure compliance with regulatory standards and streamline the marketing strategies according to them.   - Government Initiatives in Digital Health – Programs like ABDM and NDHM promote a unified, tech-driven healthcare ecosystem in India.   **Q&A and Interactive Session:** The session encouraged active participation from students, who not only clarified their conceptual doubts about the marketing and the upgrade to AI in pharmaceutical Industry, but also asked relevant questions about how to co-relate the effective use of digital tools and social media for marketing purposes and progress further in their career integrating digital platforms to marketing strategies. A Case study was also discussed, solving doubts and concepts of AI usage in Digital Marketing, a new era in the pharmaceutical industry.

Future Scope: The future of AI in pharmaceutical digital marketing is characterized by advancements enhancing data-driven insights, enhanced customer insights, personalized patient engagement, and automation of marketing processes. It will also help in collecting data from different sources available like SMSRC, IQVIA and many other set of data for marketing and research purposes.

Appropriate caption for the webinar: " Revolutionizing Healthcare: The Power of Digital Transformation "

Jaipur, Rajasthan, India
Dr Vikram Sarabhai Marg, Budhsinghpora,
Jaipur, Rajasthan 302029, India
Lat 26.820386, Long 75.815634
04/09/2025 01:07 PM GMT+05:30
Note : Captured by GPS Map Camera

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Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Anshi Y. Bulsara	PM-16	A.Y.Bulsara
2	Twisha G. Bhatt	PM-16	T.Y.Bhatt
3	Aastha Misra	PM-16	aasthu
4	Adhookshaja Harita	PM-16	Adh
5	Drishti	PM-16	D.
6	Narayan Samaygha Naya	Pm-16	Narayan
7	Swetha Singh	Pm-16	Sw
8	Muskan Zariya	PM-16	Han
9	Meet Ruparel	PM-16	A
10	Shashank Chauhan	PM-16	Sh
11	Ayush Chauhan.	PM-16	Ay
12	Bhavneet	PM-16	Bhe
13	Poras Kiri	PM-16	Pk
14	Ayush Dhutty	PM-16	AD
15	Druni Bau	PM-16	DB
16	Talleen Dighe	PM-16	Talleen
17	Shef uli Gupta	PM-16	Guft
18	Santash Soumyadarshi	PM-16	Santosh
19	Drishti Mohanaiya	PM-16	Drishti
20	Jahnavi Patidar	PM-16	D
21	Shrihari R.K	PM-16	Shri
22	Madhusudhan S.D	PM-16	Mad
23	Singh Nilesh Pankaj	PM-16	S
24	Hemarangan Jagannathan	PM-16	Hema
25	Sweta Singh	PM-16	Sw
26	Amit Kumar	PM-16	Amitkumar
27	Neeraj Kumar Sahu	PM-16	Neeraj

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Sr. No.	Students Name	Stream with Batch	Sign
28	Priyanshi Mandaloi	PM-16	Priyanshi
29	Aishwarya	PM-16	Ash
30	Bhumika Patidar	PM-16	Bhumbg
31	Kasturi saurarkas	pm-16	Saurarkas
32	Anuradha Dangi	Pm-16	Aangi
33	Avantika Kalaskar	PM-16	Kalkay
34	Gangawal Ruturaj	PM-16	Gangawal
35	Ballekari Sai Krishna	PM-16	SaiKrisha
36	Kshitij Shrgakar	PM-16	Kr
37	Paras Gupta	Pm-16	Paru
38	Baswa Nandini	Pm-16	B Nandhini
39	Archi Shukla	PM-16	Ashu
40	Jyot Kaneriya	Pm-16	J.K
41	Anilat Indrale	Pm-16	Anilat
42	Bhavesh Parihar	PM-16	Bon 4.
43	Ankita Vyas	PM-66	Ankit
44	Nikita Panchore	PM-16	N
45	Ritika Madhaiya	PM-16	Ritik
46	Sudharnu Solanki	PM-16	S
47	Yogesh Khare	pm-16	Ykhare
48	Devam Raval	PM-16	Devam
49	Bhumik Paridar	PM-16	Bhuidar
50	Maushi Gaikwad	Am-16	Maug
51	Mausi gupta	PM-16	Mgupt
52	Bharat Devangan	PM-16	Bawagen
53	Shashikant	PM-16	Shashi
54	Utkarsh Ki. Singh	PM-16	KS

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Sr. No.	Students Name	Stream with Batch	Sign
55	Janhavi B. Romteke	PM-16	Shoki
56	Sonali Singh Tomar	PM-16	Sonali
57	Aditi Mishra	PM-16	Aditi
58	Priyanka singh	PM-16	priya
59	Ayush chaturvedi	PM-16	Ayush
60	Shivansh Mehrota	PM-16	Shivansh
61	Mamshi Gangrade	PM-16	Mahgrade
62	Tubi Jain	PM-16	Tubi
63	Akshat Shrimal	PM-16	Akshat de
64	Jagratt Goyal	PM-16	Goyal
65	Akshita Jaiswal	PM-16	Akshita
66	Shruti Badwaik	PM-16	Shruti
67	Ankush Kumar	PM-16	AKumar
68	Deebanjali Kumari	PM-16	Deeks
69	Shweta Kumari	PM-16	Shweta
70	Anshula Chafle	PM-16	Anshula
71	Manish Gupta	PM-16	manish
72	Unmesh Patil	PM-16	Unmesh
73	Roshan Lathi	PM-16	Roshan
74	Akash Nashily	PM-16	Akash
75	Reetik Raj	PM-16	Reetik
76	Anand Raj	PM-16	Anand
77	Namit Kumar	PM-16	Namit
78	Avinash Pandey	PM-16	Avinash
79	Ishank Yadav	PM-16	Ishank
80	Joshi Devangini	PM-10	Joshi D
81	Swarny Srishram	PM-16	Swa
82	Avienee Gupta	PM-16	Av

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Sr. No.	Students Name	Stream with Batch	Sign
83	Devendra Chouhan	PM-16	Dev
84	Yash Darga	PM-16	Y.D.
85	Anuja Yedcurtwar	PM-16	AL
86	Kunal Sapkal	PM-16	Ran
87	Yash Sawant	PM-16	
88	Abhinav Patidar	PM-16	
89	Abhinav Choudhary		
90	Naman Pathak		
91	& N		
92	Gautam Chitrara	PM-16	
93	Sandeep Patel	"	
94	Pankaj Yogi	,	
95	Khemwardan	– " –	KK
96	Roshan lathi		Rothi
97	Yashodeep deore	– " –	ABo
98	Prashant benke		
99	Manjish gupta		Rh
100	Umesh Patil	"	A
101	Laxmi Punse	– " –	
102	Akash nashine	– " –	
103	mansi mahakalkar		
104	Sanjana Patil.		
105	Amansha naredule	PM-16	Ama
106	Saauthesh keumbCauion	PM-16	Sa
107	Shubham Sharma	PM-16	Shu
108	Avishal gupta	PM-16	Aue
109	Divanshu	PM-16	Divans
110			
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