Citius Healthcare Consulting- Offerings for Life Sciences

Life Sciences – Offerings

Commercial launch and Product Lifecycle Strategy/ execution

Maximize the impact of client therapies by leading launches, improving commercial processes, and driving brand performance.

Patient engagement services

Support clients in designing, implementing, and improving patient support programs and enhancing the patient experience to increase access and adherence.

Clinical development

Provide technology leadership, subject matter expertise and support to design and develop new greenfield applications using leading edge technology through CitiusTech Engineering.

Areas of Expertise

Launch excellence
Plan, lead, and execute successful product launches through structured launch management that coordinates across multiple functions including Marketing, Commercial Ops, Portfolio Strategy & Planning, Commercial Analytics, and Commercial IT

Digital & omnichannel marketing
Create and execute brand strategies that engage physicians and consumers in new and innovative ways, including digital and omni-channel capability execution, content and channel design and strategy, and cross-channel coordination

Commercial operations
Implementation of impactful commercial operations capabilities and insights that power the business and that help sales and marketing operations turn data into actionable information.

Areas of Expertise

Patient support programs (design, launch, & improve)
Develop programs to optimize the user experience through program launch planning, implementation, evaluation, and optimization

Use of Real- world data to improve patient support programs
Leverage client data & our RWD expertise to improve patient support programs reducing dropout rates, increasing adherence, & bringing down costs

Patient engagement & recruitment + feasibility platform
Assess pain points, gaps, and challenges. Evaluate Functional & Technical feasibility, Validate Hypothesis, improve processes, & setup environments

Areas of Expertise

Centralized preference management system
Create preference management systems to manage preferences from multiple applications connected to all patient portfolios

Global data platform
Build a common data solutions for anonymization using Data protection techniques to efficiently access patient data

Medical imaging
Build & Implement Global Imaging Platforms including data onboarding, acquisition, curation, sharing and integrated data products

Gen AI – patient safety narrative
Develop Patient Safety solutions using Gen AI to help medical writers create faster and more accurately.

Decentralized clinical trials
Build & Implement decision support systems for clinical trial activities

Citius Healthcare Consulting

Thank You

Citius Healthcare Consulting is a trusted partner to Healthcare and Life Sciences organizations, enabling them to navigate through their toughest business challenges.
We bring deep expertise in healthcare and life sciences, leveraging our experience as industry leaders to help clients envision the future of healthcare. By combining our digital expertise, we drive transformation into the future of healthcare.

www.citiustech.com/citiushealthcareconsulting