



medtrix
CATALYZING HEALTHCARE



SCIENCE



STRATEGY



TECHNOLOGY

MedTrix brings together a unique matrix of science, technology and strategy in offering **innovative, cost effective and impactful solutions** that are designed and delivered to meet the commercial objectives of pharmaceutical & healthcare organizations

OUR CLIENTS & PARTNERS



MEDICAL AFFAIRS SOLUTIONS

- 1. Advisory Boards
- 2. Summits
- 3. Speaker Tour

200+

LIVE & Virtual Events

- 1. 3D MoA and MoD
- 2. HCP Videos
- 3. Patient Videos
- 4. Virtual and Augmented Reality

Digital Media Solutions

142+

93+

Training

- 1. e-Modules
- 2. LMS – Learning Management Systems

- 1. Interactive Case Player
- 2. Digital Clinical paper

Products



60%

Customizable Solution

MIM

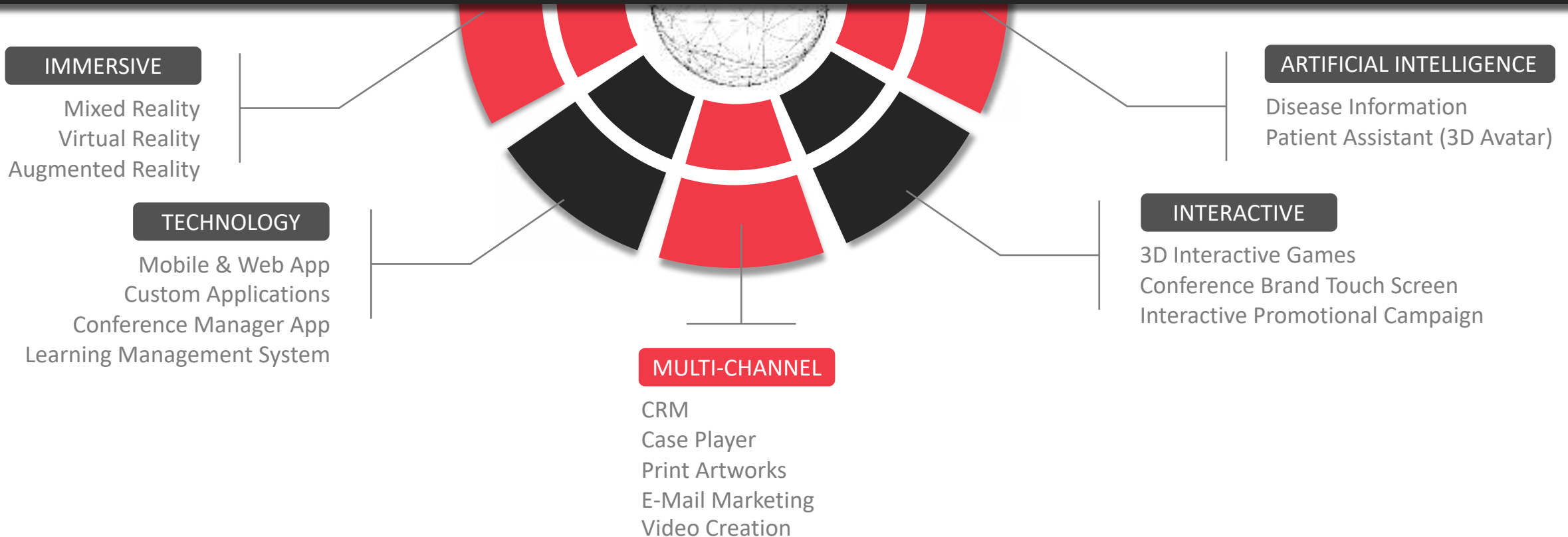
- 1. Customized Response
- 2. Medical Letters (PIR, SR)
- 3. Literature Searches

Custom Solutions

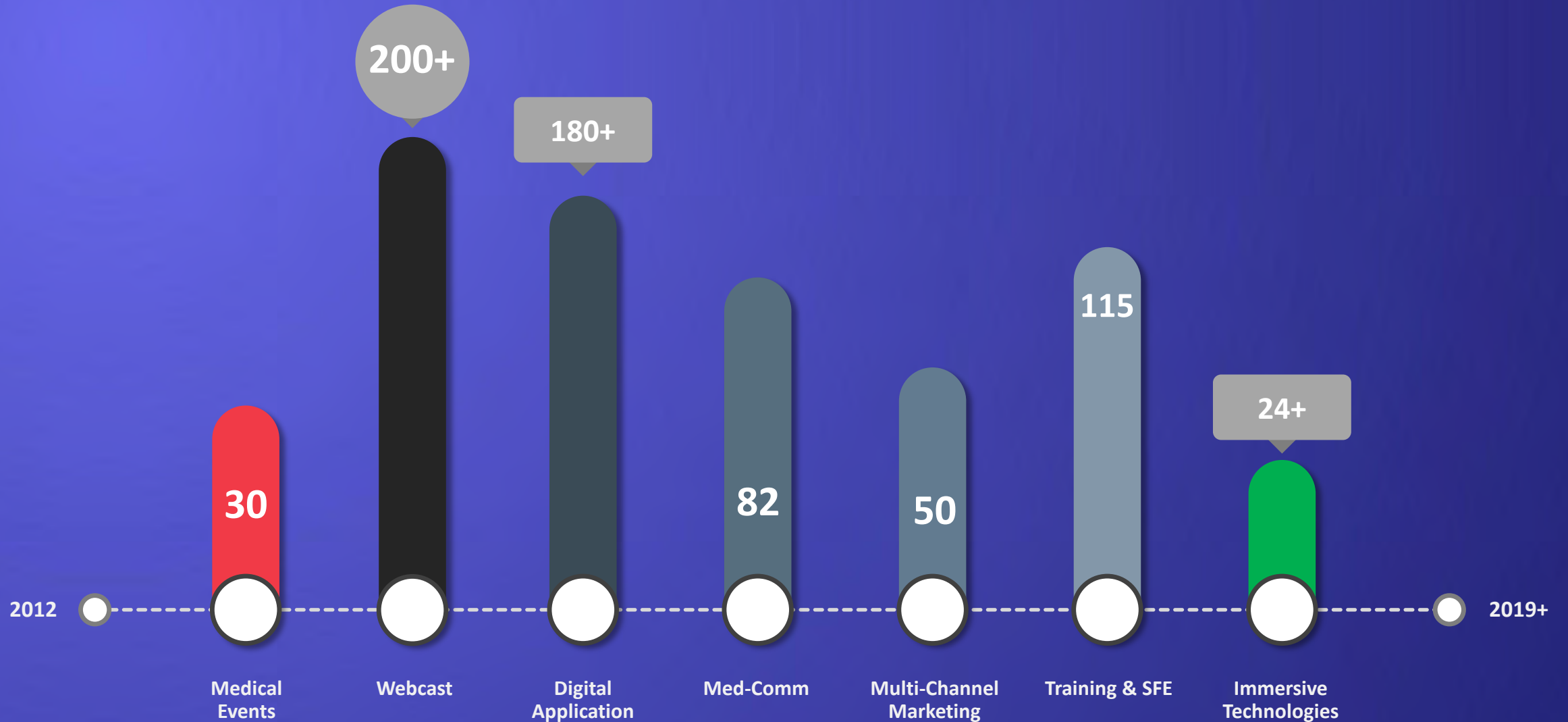
- 1. E-CRF
- 2. Patient Registry Platforms
- 3. Medical information portals

COMMERCIAL SOLUTIONS

We help our clients maximize value and drive demand with commercial solutions that are tailored to deliver the best results for each product and patient profile.



WHAT WE HAVE DONE



ENGAGEMENT – TOP 5 PHARMA GLOBAL-EU

End-to-end management of Digital services



AUGMENTED
REALITY



VIRTUAL
REALITY



AI BASED
CHATBOTS



DIGITAL PRODUCTION
SERVICES

CHALLENGES

- No existing framework for new age digital media
- Geographical/Cultural affinity towards local or internal vendors
- Fragmented vendor management leading to inconsistent quality and cost
- Country and Global tactics not aligned

MITIGATION

- Protocol for offshore vendor management established and implemented
- Client service managers-onsite and offshore
- Streams of specialists deployed for various tasks with knowledge of client businesses and processes

ENGAGEMENT JOURNEY

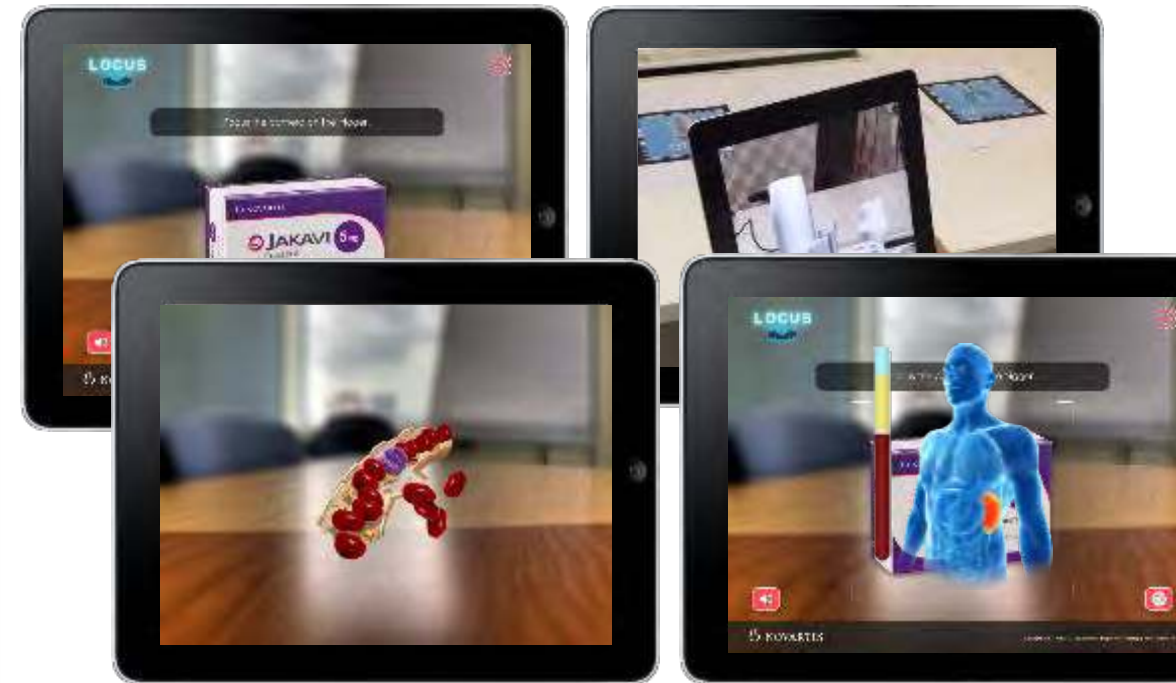
- ✓ Phase I- Engagement through projects with various brands leading to high levels of satisfaction for business stakeholders
- ✓ Phase II- Establishment of local office for client and vendor management support in Basel for various requirements
- ✓ Phase III- Selection as a preferred supplier of Digital services and access to all RFPs
- ✓ Phase IV- Ongoing management of projects across brand , medical and commercial support teams
- ✓ Monthly dashboards on spend and savings of 33% on revenues in excess of 1 MN USD generated year on year by MedTrix so far

AUGMENTED REALITY

Therapy and Product Detailing in Augmented Reality

Used by sales force team during regular calls with Health Care Professionals to give a visualized experience of PV

- 3D models of human organs, structures in high definition
- A voice guided story narrating the visual story about the disease and Jakavi
- Embedded interactions to engage HCPs at strategic points
- Simple triggers to launch the application video
- Application architecture accommodates multiple videos for a series of AR experiences.



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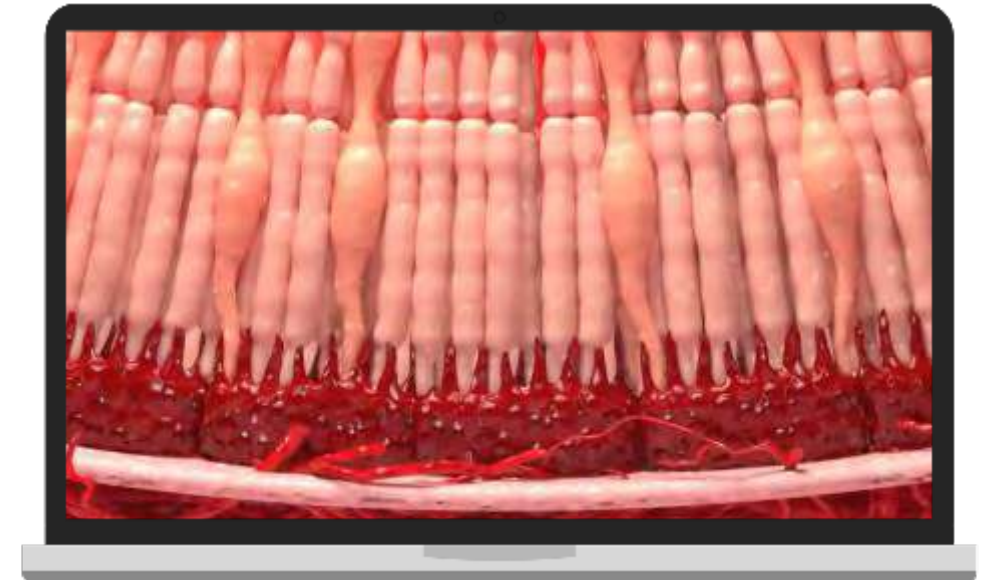
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VIRTUAL REALITY CASE 01

Virtual Reality Application for DME

- This application begins with the user viewing a virtual environment in which an elderly person (patient with DME) is sitting in his living room and is leafing through a album of pictures of the family.
- The user is prompted to select the patient.
- The virtual environment changes to a point-of-view perspective of the patient.
- The user now views the room as being viewed by the patient, with a blurred spot and wavy lines in the photos.
- The virtual environment now is that of the inside of the eye and the user will now be able to see the back of the patient's eye with the retina, macula and other structures that are affected by DME.



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VIRTUAL REALITY CASE 02

Patient Case Study in a Virtual Environment

Used at a conference booth by Health Care Professionals to experience treating a virtual patient

- Real life patient case converted to a virtual experience
- Story flow and steps based of a case provided by physicians
- Models and environment matching a live scenario with character interactions mimicking real life conversations
- Interactive elements to provide selection based responses
- Reinforce use of Entresto for patients in the correct clinical scenario.



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XOLAIR VIRTUAL ASSISTANT – ARTIFICIAL INTELLIGENCE

AI Enabled Patient Support Application for SAA & CSU

Technology Used: NLP, IBM Watson and Unity

- A virtual assistant which answers questions related to the disease and treatment of SAA & CSU
- 3D Avatar Animation with Motion capture, realistic expression, & body movements
- The app has special trackers for tracking symptoms and quality of life(QoL) on a daily basis
- The app is built on gamification and learning management principles



Virtual Assistant for Patients to Assist on Disease and Therapy

Used by patients on Exjade or Jadenu therapy for treatment of Iron Overload.

- App for mobile devices with integrated Natural Language Processing (NLP) capability to listen and understand verbal questions
- Loaded with a database of 600 questions and answers
- AI bot scan and respond to users through an animated avatar
- Pill reminder to alert patients on taking their medicine at the set time and frequency



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LEADING EDUCATION IN MEDICAL AESTHETICS- EX-US

Top 10 pharma has entered into an MSA covering International regions for HCP education (ex-US)



1 NEW BRAND LAUNCHES



2 BRAND TRAINING



3 HCP EDUCATION



4 NEW AGE MEDIA



5 DIGITAL PRODUCTION SERVICES

CHALLENGES

- Lack of specialized digital vendors
- High level of domain expertise required
- No homogenous process available to scale to several countries at once
- Very few team members at client end restricting development and roll out

MITIGATION

- Full expert team to support medical aesthetics onboarded- this included medical writers, design teams, developers, project and business managers
- Close collaboration with plastic surgeons across the globe- working with 6 out of the top ten
- Enormous amount of time spent on R&D for bringing out first of its kind of solutions

ENGAGEMENT JOURNEY

- ✓ Developed world's first cadaveric dissection based HoloLens application for anatomy education
- ✓ Supported the client in regular Medcom and branding work like ad boards, videos, newsletters, e-details
- ✓ Dashboard and management of key metrics
- ✓ 24/7 access to server with project materials and tools for easy review and approval

MIXED REALITY – FACIAL ANATOMY (MEDICAL EDUCATION)

MR Application to augment a 3D image of a real cadaver with Live Interaction

Device Used: Microsoft HoloLens

- Users can interact with the 3D image to conduct a virtual dissection with hand gestures
- The virtual dissection can be conducted in three different regions of the face
- Sequential interactions is being programmed to reflect layers from the virtual cadaver
- Reflecting a layer will reveal the structures underneath and allow the user to highlight and interact with any structure of interest



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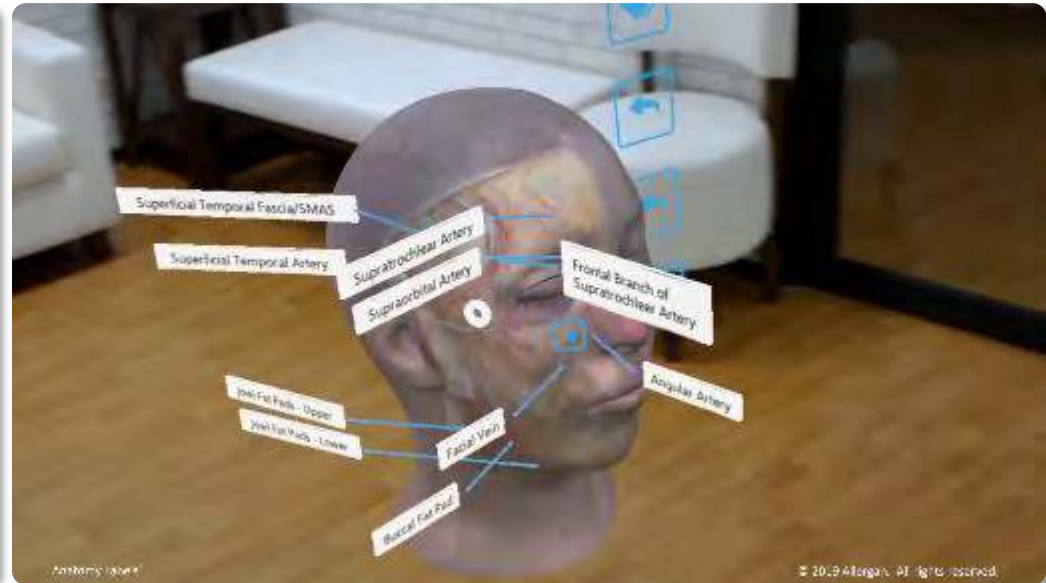
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MIXED REALITY – FACIAL ANATOMY (MEDICAL EDUCATION)



MIXED REALITY

Mixed reality program captured the imagination of physically interacting with a digital object. MedTriX was involved from conceptualization to deployment using cutting edge technology.



The application allows users to use simple hand gestures to interact with the virtual holographic model which is viewed by the user. The application allows user to peel the different layers of the face, based on the Allergan dissection manual, view labels and videos of the cadaver dissection.

IPAD APPLICATION – FACIAL ANATOMY (MEDICAL EDUCATION)



IPAD APPLICATION

Taking cadaver dissection training from laboratory to classroom, the revolution in teaching facial anatomy.



Integrated with content that enables a tutor to conduct a classroom session with learners without the need of an anatomy lab. Provides assessment tools to gauge the understanding of learners.

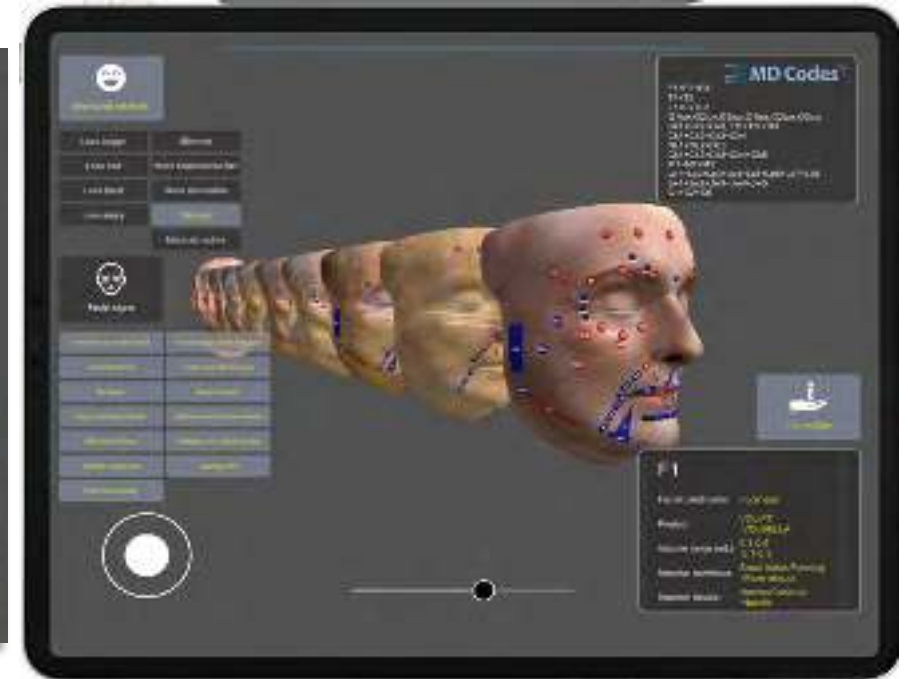
MD Codes™ MODULE - FACIAL ANATOMY (MEDICAL EDUCATION)



IPAD APPLICATION



The NXT level in facial anatomy education for understanding MD Codes™ with cutting edge visualization and interaction using gamification



MD Codes™ is a guideline used worldwide and created by the renowned KOL in medical aesthetics, Prof Mauricio de Maio. The guideline defines the various injection sites on the face and this module helps users visualize the site of entry and deposit for fillers and toxins using one single interactive application.

INTERACTIVE POSTER

Using the digital medium can be an innovative way to present posters at major congresses in 2019 to address COMMUNICATION challenge

- The application is built to accommodate multiple posters which could be used all at once
- MedTriX will ensure simplified content presented in the posters using sound instructional design and graphic design elements such as graphs, illustrations, charts and videos
- The tool would allow allied reference materials to be placed all at one place
- The application could be reused multiple times based on the congress calendar in a year



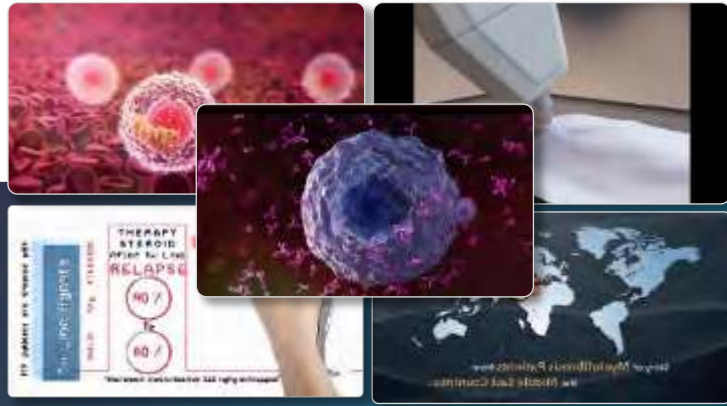
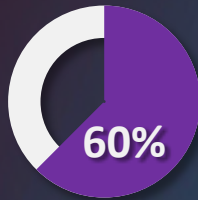
DCP (DIGITAL CLINICAL PAPER)

MedTrix understands the role of MSL to establish and maintain peer-peer relationships with leading physicians, Key Opinion Leaders (KOL's), at major academic institutions and clinics.

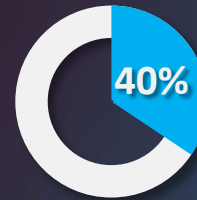
- As part of collaboration and intuitive engagement DCP will help users to view/download new insights/paper based on KOLs independent papers, guidelines, publications etc
- The new insights or e-paper can be hosted in the server e as a module or can be a 3rd party link hosted in some other platforms



VIDEO PRODUCTION CAPABILITIES



- KOL videos
- Physician education, Patient testimonial, Patient education,
- Medical procedure and
- 3D MOA/MOD



- Brand videos
- Event videos
- Conferences and
- Cinematic video

Converting Science into Script and Visuals
Complete Video Production Hub With Superior Animation Capability

VIDEO PRODUCTION CAPABILITIES



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EVENT VIDEO

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CHARACTER ANIMATION

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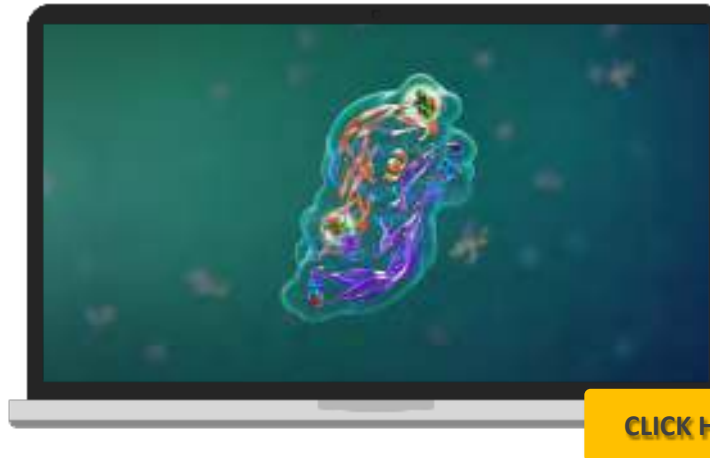
KOL VIDEO SERIES



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PATIENT EDUCATION VIDEO

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M.O.A VIDEO

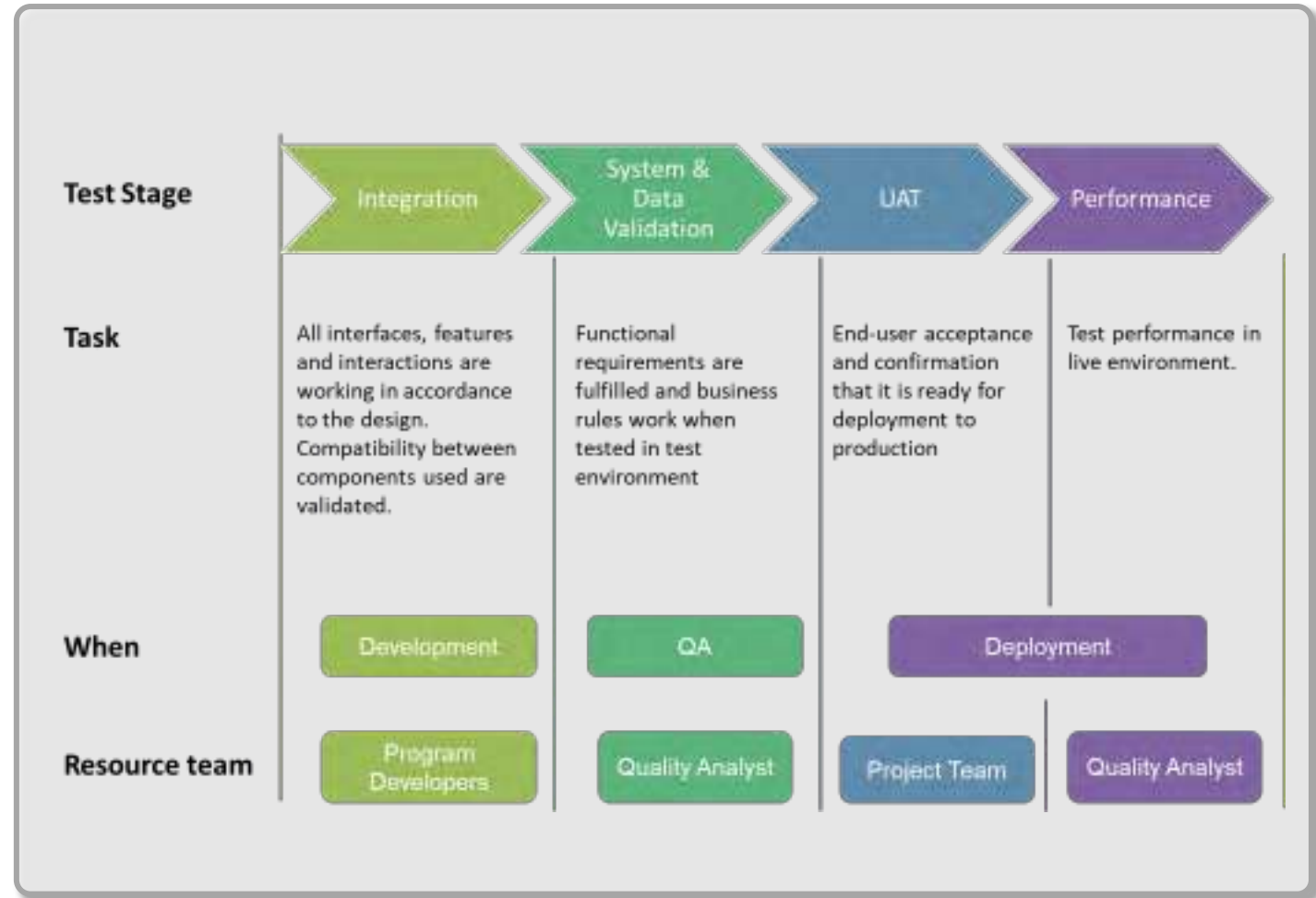
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M.O.A VIDEO

OUR QUALITY PROCESS

- Standardised process of delivery for digital projects
- Checklist and quality metrics defined for every deliverable.



OUR INDUSTRY RECOGNITION



PATIENT CASE –
VIRTUAL REALITY



3D MECHANISM OF
ACTION (MOA)



E-LEARNING
MODULES



PATIENT CASE –
VIRTUAL REALITY



INTERACTIVE BRAND
WALL

Pharma **VOICE**



medtrix
CATALYZING HEALTHCARE

THANK YOU