



# IJCP HEALTH

**Redefining Healthcare Communications**



# Powerful Experience with a Passionate Approach

## THIS PAST YEAR

### IJCP GROUP

Independent and  
Doctor Owned  
since **1990**

**3** Offices with  
Networks in  
Countries **10**

**100+**  
Employee base

Engaged with **100+**  
advocacy groups and built  
lasting relationships  
with **1k+ KOLs**

Managed Social Media Channels  
and websites for **15** Clients

Executed cross functional  
healthcare promotional efforts  
for **30** product brands

Educating, engaging, and  
generating awareness among  
doctors through multi touch  
point digital channels

**350K**

Realised more than  
**150 Billion**  
paid media impressions

Generated **10m+**  
social media engagements

Seamlessly supported  
publications, **20**  
observational studies, physician  
perception surveys, knowledge-  
gap analysis studies

Launched **20**  
disease education campaigns  
Conference coverage at  
**15** various conferences and  
congresses

Placed **800**  
op-eds in top-tier publications



**IJCP Health** is delighted to serve the finest companies, including **pharma, medtech, hospitals** and more.



# TEAM



## **Dr VEENA AGGARWAL**

Managing Director

MBBS, DGO, Course Director, Chopra Centre for Well Being, Course Director Abhimanyu Antenatal Program



## **NILESH AGGARWAL**

Chief Executive Officer

Bsc Economics & Finance (Singapore Management University) Admitted into INSEAD Business School  
Director, Heart Care Foundation of India



## **NAINA AGGARWAL AHUJA**

Chief Operating Officer

Masters in International Public Relations (Cardiff University, United Kingdom) Founder - Talking Point Communications, Trustee - Heart Care Foundation of India



## **ANKIT AHUJA**

Chief Strategy Officer

MBA - Marketing, IMT Ghaziabad  
BA Journalism and Mass Communications  
Founder - Red Comet Films  
Director & Producer

# ADVISORS



**Dr DEEPAK CHOPRA**

MBBS, MD

Founder, Chopra Center Best Selling Author, Speaker  
Father of the New Age Movement



**SHARAD SANGHI**

Founder, Netmagic Solutions Pioneers in Indian  
Datacentre Business.

Industry veteran with 20 years of  
experience in developing internet backbone  
infrastructure



**Dr SANJIV CHOPRA**

MBBS, M.A.C.P

Professor of Medicine, Harvard Medical School  
Former Dean for CME, Harvard Medical School Best  
Selling Author & Speaker



**MUKUL ROHATGI**

Former Attorney General of India Designated Senior  
Counsel and Former Delhi Hight Court Judge



# Our USPs





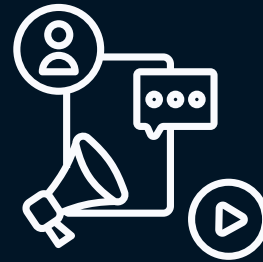
# Seamless Fusion for Optimal Performance

IJCP Health operates as a self-reliant, comprehensive, and unified agency. We embrace the potency of narrative to simplify intricacies, captivate creativity, alter perspectives, and drive industry dynamics.



## Medical Publication

- Medical Journals & Books
- Research & Regulatory writing
- Publication planning, development & support
- Consensus Statements
- Guidelines
- Real world evidence & clinical trial services



## MedComms

- Health Information Products
- KOL engagement & advocacy
- Public Relations & Crisis Management
- Patient outreach & advocacy
- Promotional Materials
- Creatives
- Video (including 3D) & Films
- Digital Marketing & SEO
- Tech support & software Advertising



## Medical Education

- CME/CPD through the Medtalks Platform
- HCP targeting and content through the eMedinexus platform
- Nursing, Pharmacist & Paramed Training
- Medical conferences
- National & International Accreditation & Certification
- Audio video, webcasting, fabrication, logistics, MICE



# Medical Publication

"Our medical writing services redefine scientific communication by delivering precision and depth. Committed to fostering clarity and impactful messaging, we expertly transform intricate data into compelling narratives, thereby advancing discourse within the realms of healthcare and life sciences."

## Writing and Publication Services

Articles, research, journals, books, HIP's, publication planning & support

## Real World Evidence & Clinical Trials

Protocol development, Data collection, study report, data analysis and publication

## Advocacy & Clinical Consensus

Consensus statements, guidelines, Policy papers

# Snapshot of IJCP's Medical Publications Work



Advisory Boards

ADVISORY BOARD MEETING

**Expert Opinion on the Role of Denosumab in Osteoporosis and Joint Replacement Therapy**

7th October 2023 5:00 PM to 7:00 PM

TAJ Santacruz Mumbai, Maharashtra

SESSION CHAIR: Dr. Sanjay Agarwala

PANELIST: Dr. Niral Vengarkar, Dr. Hemant Bhandari, Dr. Shubhanshu Deskar Mohanty, Dr. Pradeep Bhosale

S. No.	Activity	Responsibility	Duration
1.	Introduction	Pooja S Banerjee	2 Minutes
2.	Context Setting and introduction to panelists	Dr. Roshan Pawar	5 Minutes
3.	Introduction to the Agenda panel discussion	Dr. Sanjay Agarwala (Session Chair) Dr. Pradeep Bhosale Dr. Niral Vengarkar Dr. S Mohanty Dr. Hemant Bhandari	45 Minutes
4.	Recap of the important points	Aklem/UCP	
5.	Vote of thanks	Aklem/UCP	3 Minutes

IJCP Denuril BERGEN ASTA



Advisory board collateral & Panel coordination

**Vitamin D Deficiency Eradication: A National Priority**

PDF

Published: Aug 10, 2023

DOI: <https://doi.org/10.59793/ijcp.v34i3.575>

**Sanjay Kalra**  
Dept. of Endocrinology, Bharti Hospital, Karnal, Haryana, India; University Center for Research & Development, Chandigarh University, Mohali, Punjab, India

**Abdul H Zargar**  
Professor and Head (Unit 1), Dept. of Endocrinology, Diabetes and Metabolism, Christian Medical College, Vellore, Tamil Nadu, India

**Rakesh Sahay**  
Professor and Head, Dept. of Endocrinology, Osmania Medical College, Hyderabad, Telangana, India

**Shehla Sheikh**  
Endocrinologist, Centre for Diabetes and Endocrine Care, National Highway Gulshan Nagar, Srinagar, India

**Arundhati Dasgupta**  
Consultant Endocrinologist, Prince Aly Khan Hospital, Mumbai, Maharashtra, India

**Sambit Das**  
Endocrinologist, Dept. of Endocrinology, Bhadrakali Superspecialty Care, Siliguri, West Bengal, India

Policy Paper

Usage Pattern of Glimepiride/Metformin Fixed-dose Combination in Type 2 Diabetes Patients with COVID-19 or Risk of COVID-19 Exposure in Indian Setting

Usage of Glimepiride/Metformin Fixed-dose Combination in Young Individuals with Type 2 Diabetes: The Indian Experience

Usage of Glimepiride/Metformin Fixed-dose Combination with Insulin in Management of Type 2 Diabetes Mellitus: An Indian Experience

RWEs

National Library of Medicine National Center for Biotechnology Information

PMCID: PMC693809

Nature Public Health Emergency Collection

Curr Clin Monit Res. 2022; 9(4): 60-68. PMID: PMC693809

Published online 2022 Nov 3; doi: [10.1007/s40508-022-00184-0](https://doi.org/10.1007/s40508-022-00184-0) PMID: 36345368

When to Initiate Antifungal Treatment in COVID-19 Patients with Secondary Fungal Co-infection

Hareesh Singh Prasad

National Library of Medicine National Center for Biotechnology Information

PMCID: PMC898884

Lung India

Lung India, 2021 Mar-Apr; 36(2): 174-182. PMID: PMC898884

Published online 2021 Mar 2; doi: [10.4103/india.lungindia.498\\_19](https://doi.org/10.4103/india.lungindia.498_19) PMID: 33687513

Expert recommendations on the role of macrolides in chronic respiratory diseases

Raja Dhar<sup>1</sup>, Devank Talwar<sup>2</sup>, Vinodh Sivas<sup>3</sup>, Haril Datta<sup>4</sup>, Suresh Kumar<sup>5</sup> and S.K. Jindal<sup>6</sup>

WHO COVID-19 Research Database

World Health Organization

Repurposing mefenamic acid in the management of covid-19

Arora A.S., Chaur T.H., Sharma S., Dhill M., Sarda S., Chao A.S.S., Usher M.L., Lavastani S., Subhadrachandran S., Saini D., Verman S., Ganesanarayanan M., Choudhary M.J., Prakash Anand S.V., Gupta R.S., Ghose J., Goyal S., Prakash B., Joshi S., Gupta A., Garg S., Thomas A., Gai D.S., Javali J.A., Gupta P.H., Kalia S., Srivastava A., S. Chakravarti A., Prasad A., Jindal S., Mishra S., Jain J.S., Pachter A., Ghose S.S., Mishra S., Datta S., S. S. Sachdev A.D., Ghosh A., Ghosh S.

Journal of the Indian Medical Association | 129(3):19-23, 2022.

Publications

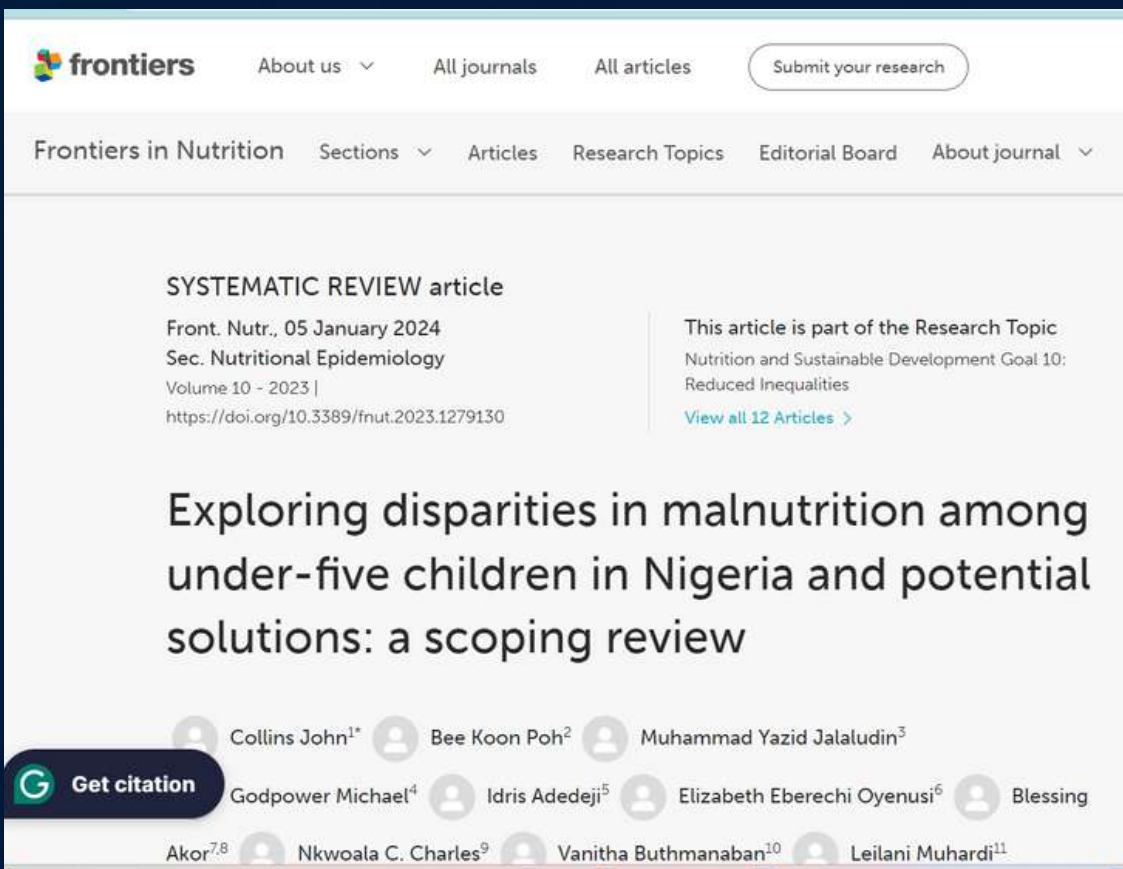
Role of Prostaglandins in Pathogenesis of Dysmenorrhea and Place of Mefenamic Acid and Dicyclomine in its Management

ABSTRACT

Dysmenorrhea is one of the most common gynecological issues faced by women of reproductive age. Dysmenorrhea largely remains an ignored, underdiagnosed and untreated condition. It continues to be a public health issue and has a significant impact on the quality of life of the affected women in terms of inability to lead routine activities, absenteeism from academic activities or work and reduced social activities. Currently, existing evidence continues and implicates the excessive synthesis of prostaglandins with the menstrual pain. Hence, treatment approaches that can inhibit prostaglandin production or already formed prostaglandins can provide relief in dysmenorrhea. This review, the impact of dysmenorrhea on the quality of life of women, the role of prostaglandins in the pathogenesis of dysmenorrhea, and how nonsteroidal anti-inflammatory drugs (NSAIDs) like mefenamic acid can be safe and effective in managing dysmenorrhea are discussed.

Keywords: Dysmenorrhea, primary dysmenorrhea, menstrual pain, NSAIDs, mefenamic acid, COX-2 inhibitors, quality of life

# Snapshot of IJCP's Medical Publications Work



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Frontiers in Nutrition Sections Articles Research Topics Editorial Board About journal

SYSTEMATIC REVIEW article  
Front. Nutr., 05 January 2024  
Sec. Nutritional Epidemiology  
Volume 10 - 2023 |  
<https://doi.org/10.3389/fnut.2023.1279130>

This article is part of the Research Topic  
Nutrition and Sustainable Development Goal 10:  
Reduced Inequalities  
[View all 12 Articles >](#)

## Exploring disparities in malnutrition among under-five children in Nigeria and potential solutions: a scoping review

Collins John<sup>1\*</sup> Bee Koon Poh<sup>2</sup> Muhammad Yazid Jalaludin<sup>3</sup>  
Godpower Michael<sup>4</sup> Idris Adedeji<sup>5</sup> Elizabeth Eberechi Oyenusi<sup>6</sup> Blessing Akor<sup>7,8</sup> Nkwoala C. Charles<sup>9</sup> Vanitha Buthmanaban<sup>10</sup> Leilani Muhardi<sup>11</sup>

Get citation



frontiers Nutrition Sections Articles Research Topics Editorial Board

and/or publication of this article.

### Acknowledgments

The authors would like to acknowledge and appreciate the medical writer, Pooja S. Banerjee, IJCP Group, New Delhi, India, for her support in the development of the first drafts of the manuscript.



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## Journal of Obesity

Journal overview For authors For reviewers For editors Table of Contents

Journal of Obesity / 2023 / Article

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Conflicts of Interest  
Authors' Contributions  
Acknowledgments  
References  
Copyright  
Related Articles

Review Article | Open Access  
Volume 2023 | Article ID 4178121 | <https://doi.org/10.1155/2023/4178121>  
[Show citation](#)

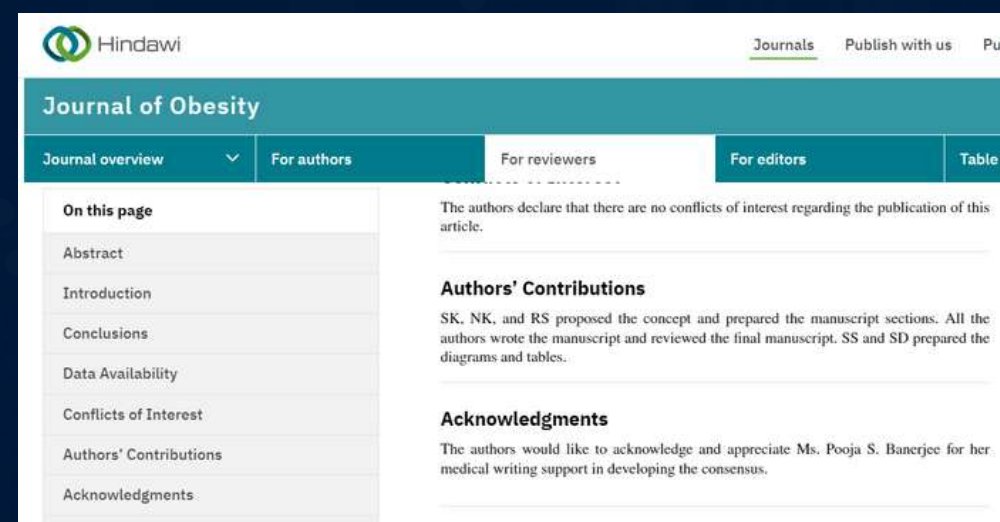
### Defining and Diagnosing Obesity in India: A Call for Advocacy and Action

Sanjay Kalra<sup>1</sup>, Nitin Kapoor<sup>2</sup>, Madhur Verma<sup>3</sup>, Shehla Shaikh<sup>4</sup>, Sambit Das<sup>5</sup>, Jubbin Jacob<sup>6</sup>, and Rakesh Sahay<sup>7</sup>  
[Show more](#)

Academic Editor: Mayank Choubey

Received	Revised	Accepted	Published
18 May 2023	26 Sept 2023	18 Oct 2023	07 Nov 2023

**Abstract**  
The prevalence of overweight and obesity has more than doubled since 1980, and it is predicted that around two-thirds of the global burden of the disease will be attributed to chronic non-communicable diseases. Developing countries are experiencing a more dramatic rise in the prevalence of obesity in recent years. As per National Family Health Survey-5 (NFHS-5), one in every four Indians is now having obesity. It has been reported that being overweight and obese is a significant problem among different socioeconomic spectrums of men and women in India, especially among the elderly, people residing in urban regions, and diverse socioeconomic strata. There is an urgent need to identify



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## Journal of Obesity

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Data Availability  
Conflicts of Interest  
Authors' Contributions  
Acknowledgments

The authors declare that there are no conflicts of interest regarding the publication of this article.

**Authors' Contributions**  
SK, NK, and RS proposed the concept and prepared the manuscript sections. All the authors wrote the manuscript and reviewed the final manuscript. SS and SD prepared the diagrams and tables.

**Acknowledgments**  
The authors would like to acknowledge and appreciate Ms. Pooja S. Banerjee for her medical writing support in developing the consensus.



Frontiers in Nutrition

5.0 Impact Factor 3.5 CiteScore 43,572 Citations

Submit →



## Journal of Obesity

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**Indexing news**  
Journal of Obesity has been accepted into Food Science and Technology Abstracts (FSTA).  
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**Journal metrics**

Acceptance rate	-
Submission to final decision	-
Acceptance to publication	-
CiteScore	7.400
Journal Citation Indicator	0.700
Impact Factor	3.3

Publications in high impact factor journals



# Medical Education

"Empower healthcare professionals with our all-encompassing medical education services. From dynamic live CMEs, RTMs, and conferences to interactive webinars and courses, we fuel continuous growth and excellence in a visually engaging presentation."

## Live Programs

We partner with global medical associations, councils, universities and bodies to conduct high quality CPD programs, RTMs and conferences

## Online Learning

"Utilizing our HCP MedTalks platform, we employ an advanced Learning Management System for conducting webinars, courses, and programs."

## Physician Content

We continuously enhance physicians' and HCPs' knowledge through our experienced medical team, providing updates via digital, print, and experiential content

# International Bodies we work with



American Diabetes Association



American Academy  
of Neurology



American Academy  
of Ophthalmology



Royal College  
of Physicians



OBESITY  
SOCIETY

Research. Education. Action.



American Society for  
Gastrointestinal Endoscopy



San Antonio Breast  
Cancer Symposium



IOF

International  
Osteoporosis  
Foundation



American Gastroenterological  
Association



American Heart Association/  
American Stroke Association



American Urological Association



EASL™

The Home of Hepatology



Johns Hopkins Medicine

THE UNIVERSITY OF TEXAS

MD Anderson  
Cancer Center



HARVARD  
MEDICAL SCHOOL

EASD European Association  
for the Study of Diabetes



AASLD

AMERICAN ASSOCIATION FOR  
THE STUDY OF LIVER DISEASES



Joslin  
Diabetes  
Center



Boston University  
School of Medicine



International  
Diabetes  
Federation

THE UNIVERSITY OF  
TEXAS  
AT AUSTIN



UNIVERSITY OF  
TORONTO



Pennington Biomedical  
Research Center  
Louisiana State University



# Snapshot of IJCP's Medical Education



Online CME



Online CMEs (International association)



KAP findings based course for Nurses

# Snapshot of IJCP's Medical Education

**ALLERGIC RHINITIS: Where Could We Go Wrong**

Module 1

**All You Need to Know About Allergic Rhinitis**

Learning Objectives: This module covers the prevalence of allergic rhinitis, impact of allergic rhinitis on patient's quality of life, differential diagnosis, causes of allergic rhinitis, role of air pollution, and the treatment of allergic rhinitis.

**Allergic Rhinitis**

Allergic rhinitis is an immunoglobulin (IgE) mediated nasal condition which occurs in sensitized individuals following exposure to indoor or outdoor allergens such as dust, mites, insects, animal dander, molds, and pollen. It characterizes symptoms of sneezing, nasal congestion, pruritus of nose, eyes and palate, post-nasal drip, cough and irritability are some of the common symptoms of allergic rhinitis.

Allergic rhinitis is associated with significant morbidity and economic burden. Many patients frequently buy over the counter medications, present to general physicians, attend emergency departments and chest clinics. Even though allergic rhinitis may be a mild and seasonal nuisance, it can trigger persistent mucosal inflammation, which may synergize with other infectious inflammation, resulting in severe outcomes including hospitalization.

**Prevalence of Allergic Rhinitis**

The prevalence of allergic rhinitis in physician diagnosis was found approximately 20%, however the prevalence is as high as 30% based on patients' symptoms. The prevalence is increasing and industrialized areas across the world.

The incidence of allergic rhinitis population is also quite high, which makes it one of the most common chronic diseases of childhood. As per reports from the International Study for Asthma and Allergies in Childhood, the prevalence of symptoms of rhinoconjunctivitis linked to allergic rhinitis was said to be 14.0% in the 13-14 year age group and 5.3% in the 6 to 7 year age group. Increased allergic rhinitis has been found to be more common in the pediatric age group while chronic rhinitis is more prevalent in adult population.

In Asia, this disease affects a large population ranging from 7% in South Korea to 32% in the United Arab Emirates.

**Impact of Allergic Rhinitis on Patient's Life**

Allergic rhinitis is associated with considerable morbidity, significantly reducing quality of life, interfering with attendance and performance at school and work resulting in considerable health care and indirect costs.

Studies from leading countries reveal that about 3.0% of adults had missed work and 30% had impaired work performance because of allergic rhinitis.

Economic assessments have also shown that indirect costs associated with lost work and the symptoms of rhinitis can occur in exposure to lower dose of allergens and respiratory viruses. These patients have increased associations with other conditions such as sleep disorders, asthma, sinusitis, otitis media, tinnitus, and acute otitis media.

In fact, the probability of hospital admission for rhinitis with the allergic disease has also been reported to increase by 28 times with the co-factors of rhinovirus disease, allergic sensitization, and allergen exposure.

**Types of Rhinitis**

- Drug-induced rhinitis
- Infectious rhinitis
- Occupational rhinitis
- Chemical rhinitis
- Smoke-induced rhinitis
- Infectious rhinitis
- Effects of pregnancy and hormone-induced rhinitis
- Food and alcohol-induced rhinitis
- Non-allergic rhinitis with eosinophilic mucinous discharge
- Vasomotor rhinitis (non-allergic rhinitis)

**ALLERGIC RHINITIS: Where could we go wrong**

**On Demand ParaMed Heart Failure Certification course (PHFC)**

Abbott

**COURSE INTRODUCTION**

The Demand Digital Training Course on Basics of Heart Failure for Nurses, Paramedical Staff Conducted by Indian Nurses Association (INA). The target audience are paramedical staff learning objectives of the course are: Basics of Heart Failure, Role of nurses in managing HF, Investigation of HF.

**COURSE INFORMATION**

The Demand Digital Training Course on Basics of Heart Failure for Nurses, Paramedical Staff consists of 4 modules of 20-40 minutes duration. The modules for the training course would be:

- Module 1 - Heart Failure Basics - Part 1
- Module 2 - Heart Failure Basics - Part 2
- Module 3 - Self-care and Lifestyle Advice
- Module 4 - HF Complications and Signs of Heart Disease

**HOW TO ATTEND CME**

- Step 1: Click on the link given in the brochure and click on the online button.
- Step 2: Login page under the email id given during the time of login and click on the online button.
- Step 3: View the online CME. Click on the respective module on the left side and view the online CME.
- Step 4: Answer the MCQ. After viewing the online CME click on the MCQ section on the Module panel and answer the MCQ and click on the submit button. The successful professional should get 80% each module to be eligible for certification.

**Speaker - Module 1 and 2**

**Dr. Vijay Kumar Chopra**

**Speaker - Module 3 and 4**

**Dr. Abraham Onnumen**

**A TRAINING COURSE ON BASICS OF HEART FAILURE FOR NURSES**

**Heart Failure Basics -**

**ICD and CRT-D**

**THIS COURSE IS CERTIFIED BY**

**ABBOTT EDUCATION NETWORK**  
CARDIAC RHYTHM MANAGEMENT  
SCIENCE · INNOVATION · PRACTICE

**INDIAN NURSES ASSOCIATION**  
UNITY BREDES STABILITY

**IJCP**  
A Medical Communications Group

## Para Med heart Failure-Certification Course (PHFC)

Print CMEs (Royal College of Physicians, London)



# Medical Communications

"Facilitating understanding and collaboration within the healthcare ecosystem, promoting informed decision-making, stimulate patient awareness, offering and creating scientific platforms for knowledge dissemination.

## The Big Picture

Irrespective of the phase of the lifecycle of the product, we can meet business objective backed by robust science to best communicate its significance or scientific value.

## Right message to the right people at the right time

Our team of health communication specialists, seasoned writers, graphic designers, and creative specialists work together to produce scientifically accurate, clearly written, and innovatively illustrated content for your product.

## Strategic communication planning

Through research insights and experience, we understand your needs and provide a 360 degree strategic plan with multiple touch points, and critically appraised scientific content.

# Snapshot of IJCP's Medical Communciations

## Communications Strategy

Mass Campaign

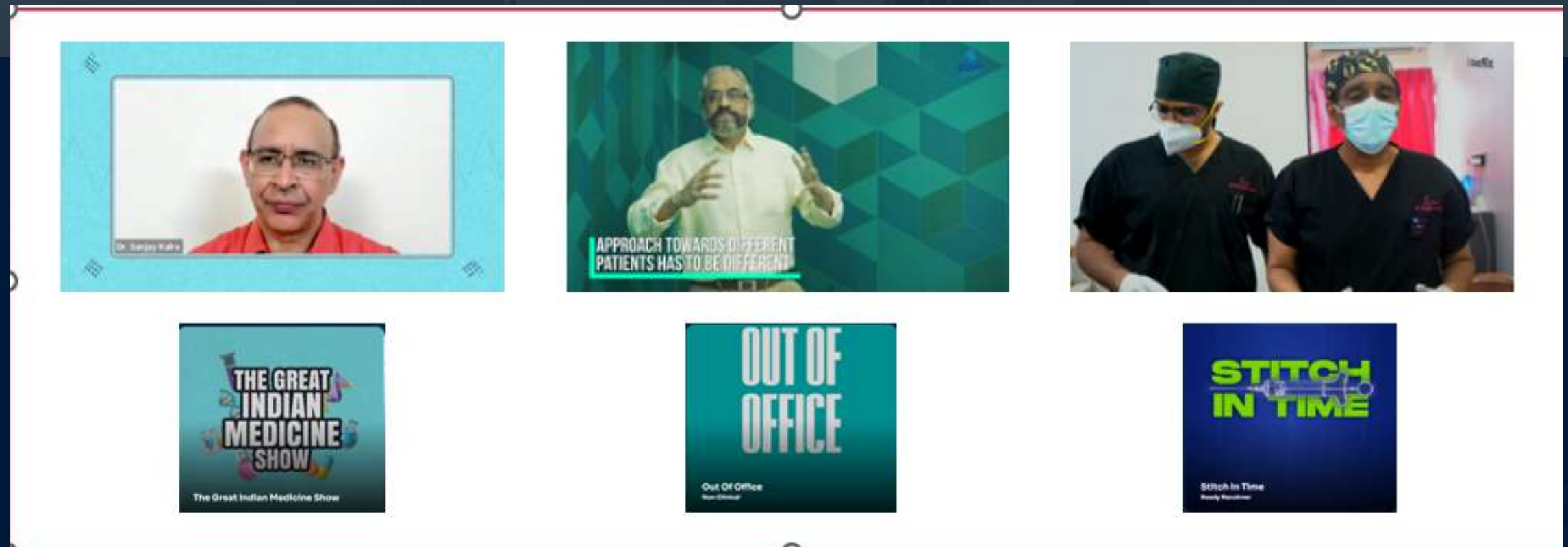
- Campaigns**  
Ideate digital campaigns which have the potential of becoming viral for maximum outreach
- Media Articles**  
Media articles will be regularly placed in vernacular and English media authored by KOLs to raise awareness about Hepatitis A and the single shot vaccination
- In-Clinic Patient Activities**  
Come up with in-clinic videos, patient education literature and engaging games
- Influencer Engagement**  
Tap and engage mommy influencers across platforms
- Reports and Surveys**  
Reports and data can be released on the prevalence and incidence of Hepatitis A in India
- Radio and Television**  
Tap radio and television channels to raise mass awareness

## Audience Profile

The target audience for the Hepatitis awareness campaign comprises a diverse spectrum of individuals. In urban and semi-urban areas, the focus is on middle to high-income families who frequent private healthcare setups and are proactive about their health. Simultaneously, attention is directed towards government hospital visitors, encompassing a varied socio-economic demographic, including lower-income families in urban and rural regions. Notably, this group may be unaware that Hepatitis A vaccination is not covered by the government's free vaccine list, leading to high dropout rates in completing dual-dose vaccinations. Additionally, the campaign engages healthcare professionals, parents, mommy influencers, and rural audiences, tailoring its approach to address the unique needs and characteristics of each segment and promote awareness of the benefits of the single-shot Hepatitis vaccine.



## Strategic Communication Planning



## Video

### KNOW MORE ABOUT SORE THROAT

Sore throat presents as **pain, itching sensation or irritation in the throat, usually hurts more on swallowing**

**CAUSES**

- Viral infection
- Bacterial infection
- Allergy to pollens, molds and smoke
- Poor oro-dental hygiene
- Acid reflux

**RISK FACTORS**

- Weak immunity
- Seasonal flu
- Close contact with infected person
- Exposure to smoke, pollutants and other allergens
- Elderly and Children

**PRACTICE AT HOME**

- Drink warm liquids like tea and soup to keep the throat moist
- Avoid smoking and exposure to air pollutants by wearing mask whenever you go outside
- Sleep adequately and give voice rest by speaking less

**PREVENTION**

- Cover mouth and nose while coughing and sneezing
- Dispose of used tissues properly after use
- Maintain hand hygiene by washing your hands with soap and water
- Get regular seasonal flu vaccine
- Remain physically active

**GARGLING, especially with MEDICATED gargle HELPS in relieving the SYMPTOMS**

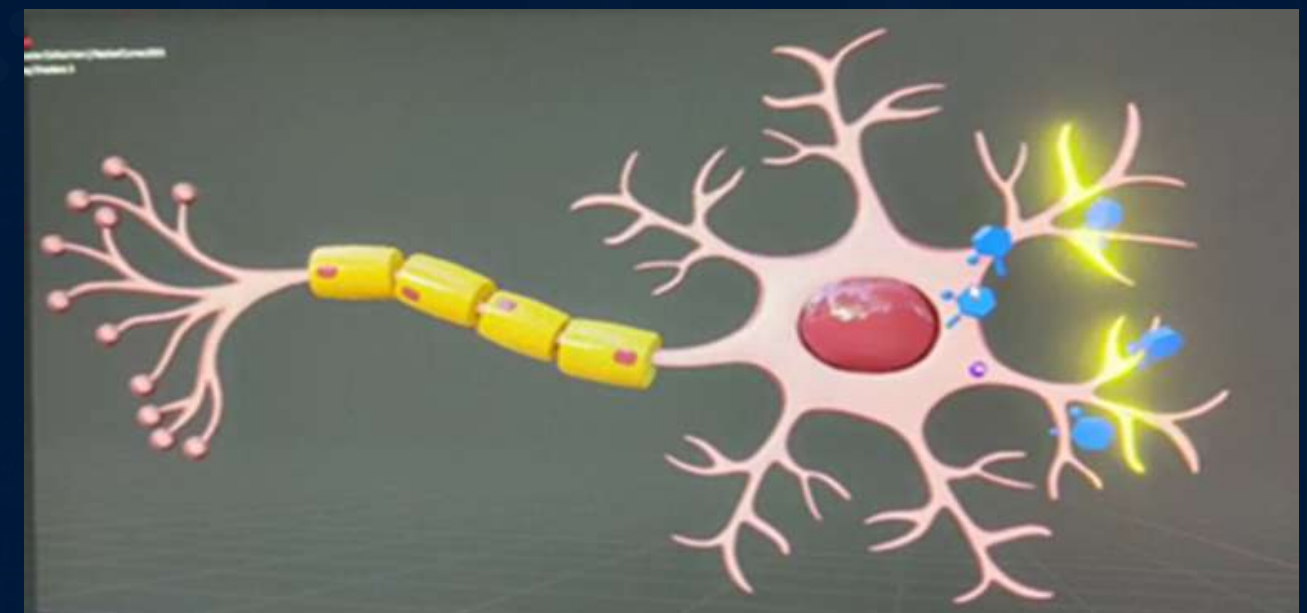
**Betadine GARGLE**  
Povidone-Iodine 2% w/v

Universal Spectrum Microbicide™

Win-Medicare™

This information is provided as an educational service and is not intended to serve as medical advice. Anyone seeking specific advice should consult a doctor.

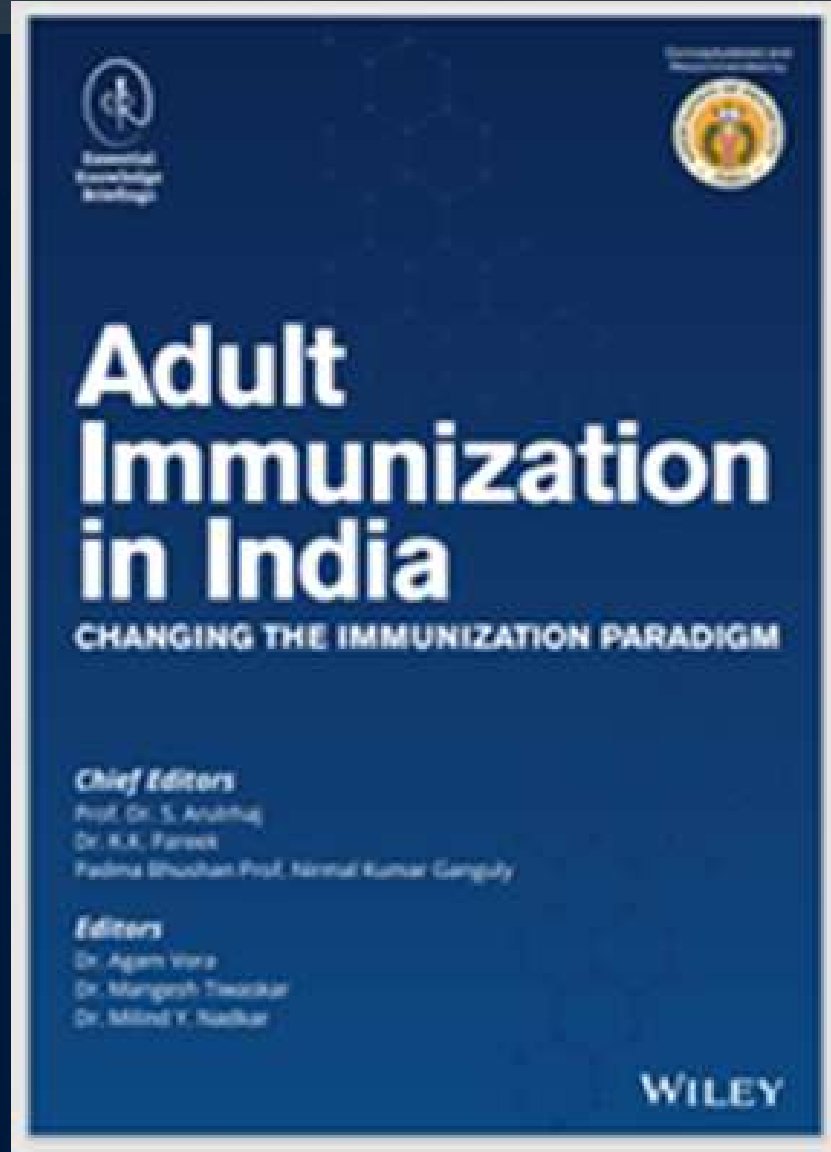
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Patient awareness

3D Animation

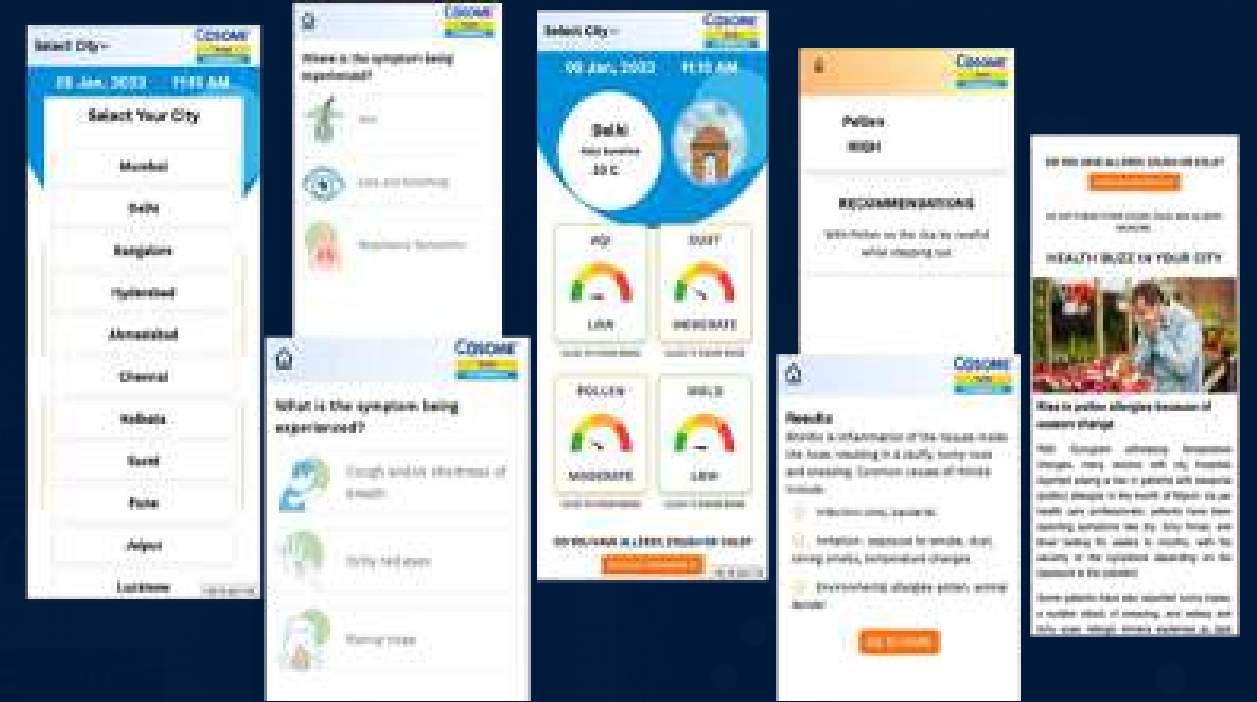
# Snapshot of IJCP's Medical Communications



Books



Health Information products



App development



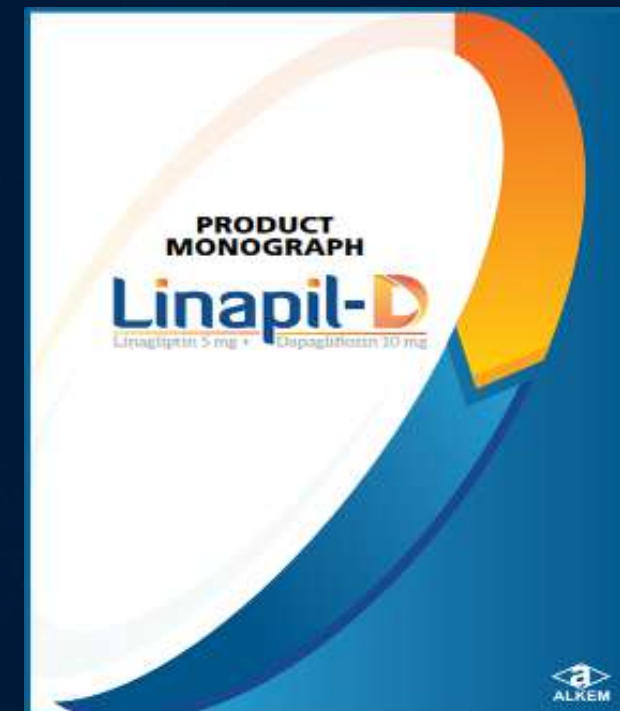
Live chat shows



Physician awareness



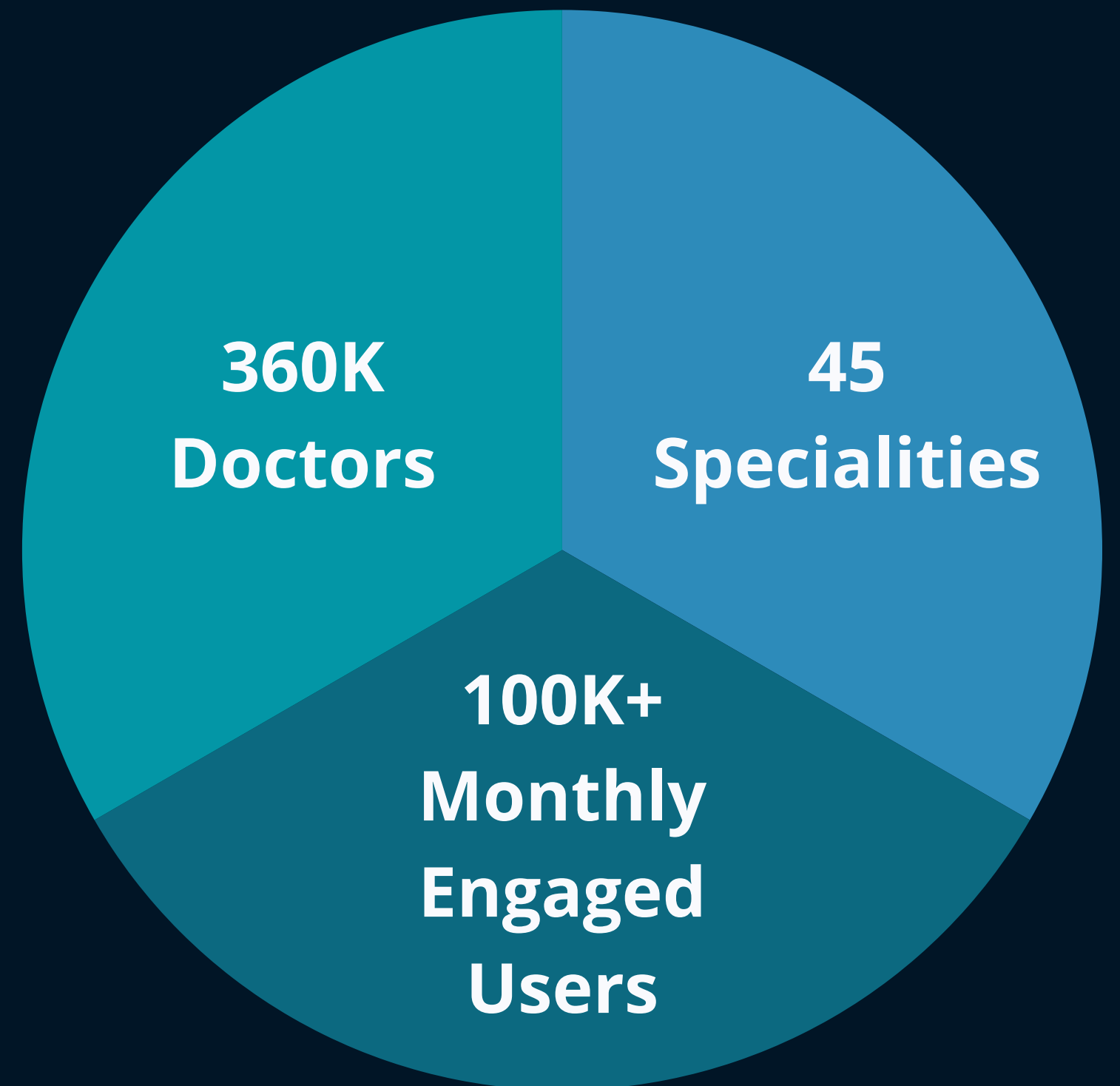
Newsletters



Monographs

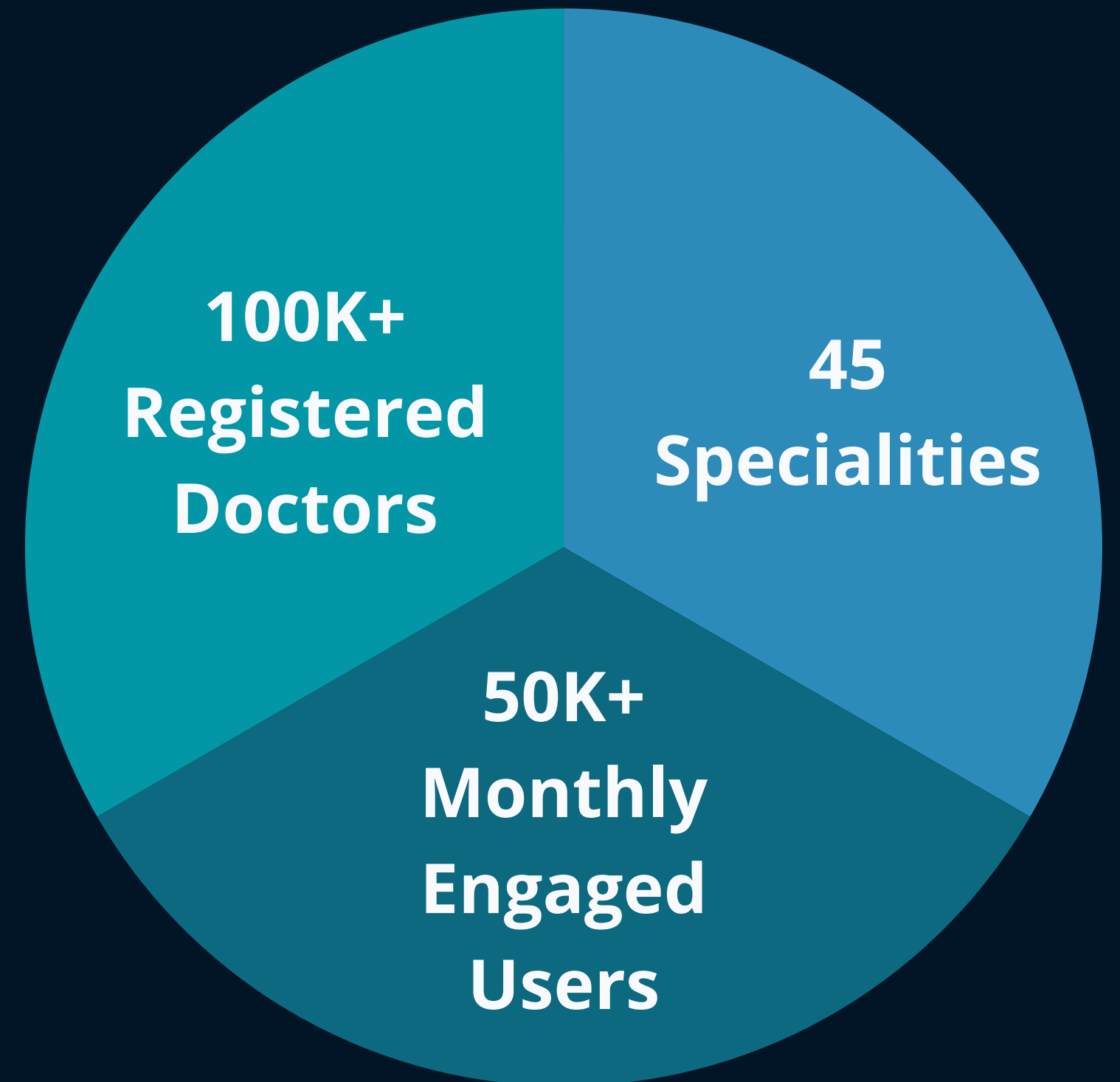
# Medtalks

Medical Learning and Education Platform



# eMediNexus

Medical Learning and Education Platform





# Public Relations

In the evolving field of public relations, we acknowledge the dual impact of both traditional and digital media, each playing a pivotal role in effectively communicating our message to diverse audiences. Within our approach, we emphasize a harmonious integration of owned, paid, earned, and shared media components. This strategic balance amplifies the reach and resonance of our communications in today's dynamic media landscape.

## Corp Comms

Reputation management and thought leadership

## Data & Product Publicity

Regulatory and data milestones, approvals, launch

## Awareness Generation

Mass public awareness campaigns, KOL led outreach, social media and influencer management

## Ad Hoc Services

Crisis communications, spokesperson preparation, event support, CSR

# Communications Channels We Use Everyday

We understand that the key to truly 'making a difference' for our clients lies in comprehending our target audience and crafting a narrative that deeply resonates. This involves selecting the optimal combination of channels to effectively connect with relevant audiences and drive behavioral changes on the ground.



# Snapshot of IJCP's Public Relations Work



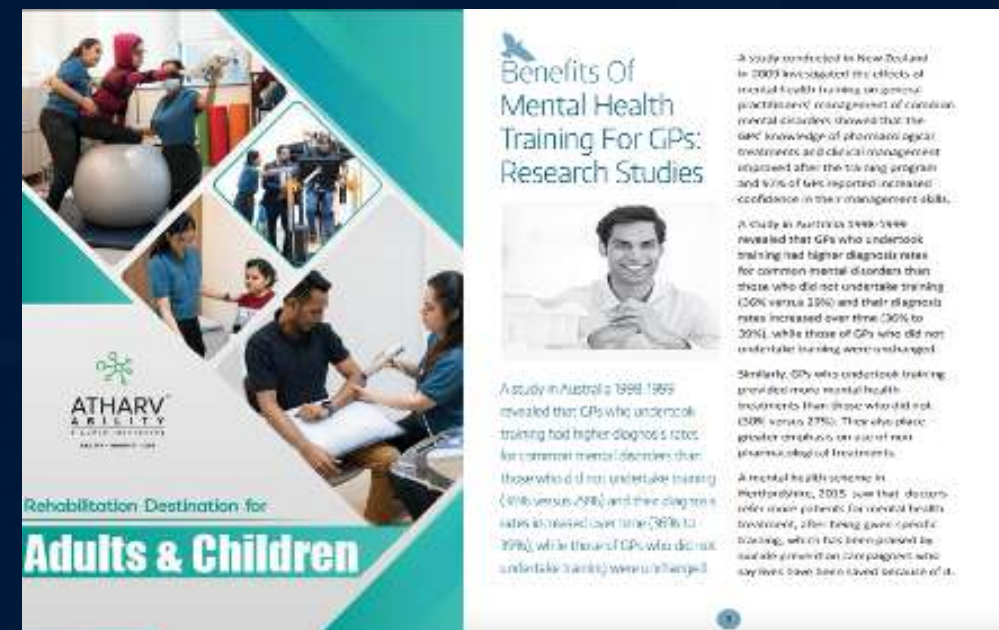
Corp Comms



Data & Product Publicity



Social Media



Internal Comms



# Film and Video Production



Video has become a preferred communication tool for brands across the world. Our in house team specializes in all types of video campaigns including TVCs, Digital Films, Documentaries, Corporate Videos, Product Launches and many more.

## Advertising

Branded content for usage across various medias such as TVs and Digital platforms

## Product Films

Product information films for external and internal audiences

## Corporate Videos

Corporate communication audio visual requirements

# Snapshot of IJCP's Film Production Work



Television Commercials



Digital Films



Medical Content



Corporate Films



# Events and Launches

Events are crucial in medical marketing, providing opportunities for networking, education, and brand promotion. Our specialised events team helps brands create platforms for professionals to connect, learn about industry advancements, and showcase products or services. Through these events, healthcare companies can gather market insights, generate leads, and build trust with important KOLs

## Launch Events

Launching a new product direct to consumers or with relevant doctors

## Education Conferences

Product information and medical learning sessions with KOLs

## Product Stalls

Participation in medical fairs through educational sessions and stalls

## Road Shows

Medical Road shows to create awareness around an illness and organising camps across many cities

# Snapshot of IJCP's Event Work



Launch Events



Educational Sessions



Medical Conferences



Road Shows



**THANK YOU**

