

# Brainvisa Life Sciences

## Why

### Brainvisa Life Sciences?

**B**rainvisa Life Sciences is a specialized wing of one of the world's largest global learning solutions companies. Our life science division is dedicated to provide end to end eMarketing and Education solutions to companies operating in the life sciences domain.



**T**hrough our years of dedicated practice in providing solutions to the Life Science industry, our offerings are fine-tuned to address your specific business needs.

Our solutions are an outcome of our:

- ✓ Dedicated focus on the Life Sciences industry
- ✓ Subject Matter Expertise in different therapeutic areas
- ✓ Global foot print ensuring on timely delivery in any geography
- ✓ Unique frameworks on areas like eMarketing, Sales Education, HCP Education, Patient Education and Compliance Education

## Brainvisa's eMarketing Solutions

**B**rainvisa eMarketing solutions help in brand promotion and recall. Each of the solution set delivers relevant information and has a mechanism for integrating communication essential for building relationship with patients and healthcare professionals.

Brainvisa's multiple channels for emarketing and communication includes:

- eDetailing
- eCommercials
- eBrochure
- Promotional CD ROMs
- Websites, Blogs and educational portals
- Interactive reprints on key clinical trial data
- Conversion of complex trial data into immersive communication objects



## Brainvisa's Education Solutions

**T**he Education solutions provided by Brainvisa are Performance Centric and help build the knowledge, skill and capabilities of the targeted audience. To improve learning retention, Brainvisa uses innovative instructional approaches such as conversational learning, scenarios, games and branching logic. Some of our key solution sets include the following:

- Customized Virtual Perceptorships
- Continuous Sales and Patient Education
- Interactive Objection Management Systems
- Conceptual simulations to reinforce learning
- Knowledge and refresher programs on Disease States
- Learning Nuggets for different Procedural training (e.g. GxP and Compliance)
- Conversion of Instructor or eLearning programs to deploy over pda, mobiles and tablet pc.



## Contact Us

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Where learning counts, we matter.