



PRODUCT DOCUMENT

# INCLINIC INTERACTIVE ENGAGEMENT FOR DOCTOR

# PRODUCT OVERVIEW



**PRODUCT NAME**



**PRODUCT PURPOSE**



**PRODUCT PRIMARY USERS**



**USER JOURNEY (FLOWCHART)**



**USER JOURNEY (SCREENS)**





# 1. PRODUCT NAME

**Inclinic\_Interactive\_Engagement\_For\_Doctors\_System\_V2\_29/01/25**

# 2. PRODUCT PURPOSE

The In-Clinic Interactive Engagement program is designed to provide doctors with engaging and valuable resources to enhance their clinical practice and improve patient outcomes. This platform enables doctors to:

- **Engage with Interactive Quizzes:** Test knowledge and stay updated on the latest medical advancements with fun, interactive quizzes.
- **Access Online Certificate Courses:** Easily enroll in specialized courses to expand expertise and earn certifications.
- **Benefit from Real-Time Support:** Get immediate access to information and support, helping doctors address patient needs quickly.





- **Utilize On-Demand Resources:** Access a library of educational materials and resources for patient education anytime, ensuring quality patient care.
- **Receive Exclusive Discounts and Offers:** Enjoy special discounts on medical tools, resources, and services, adding value to everyday practice.
- **Specialist Consult for a doctor:**

This program fosters a well-rounded, resourceful environment in the clinic, empowering doctors to provide comprehensive and informed care.

### 3. PRODUCT PRIMARY USERS

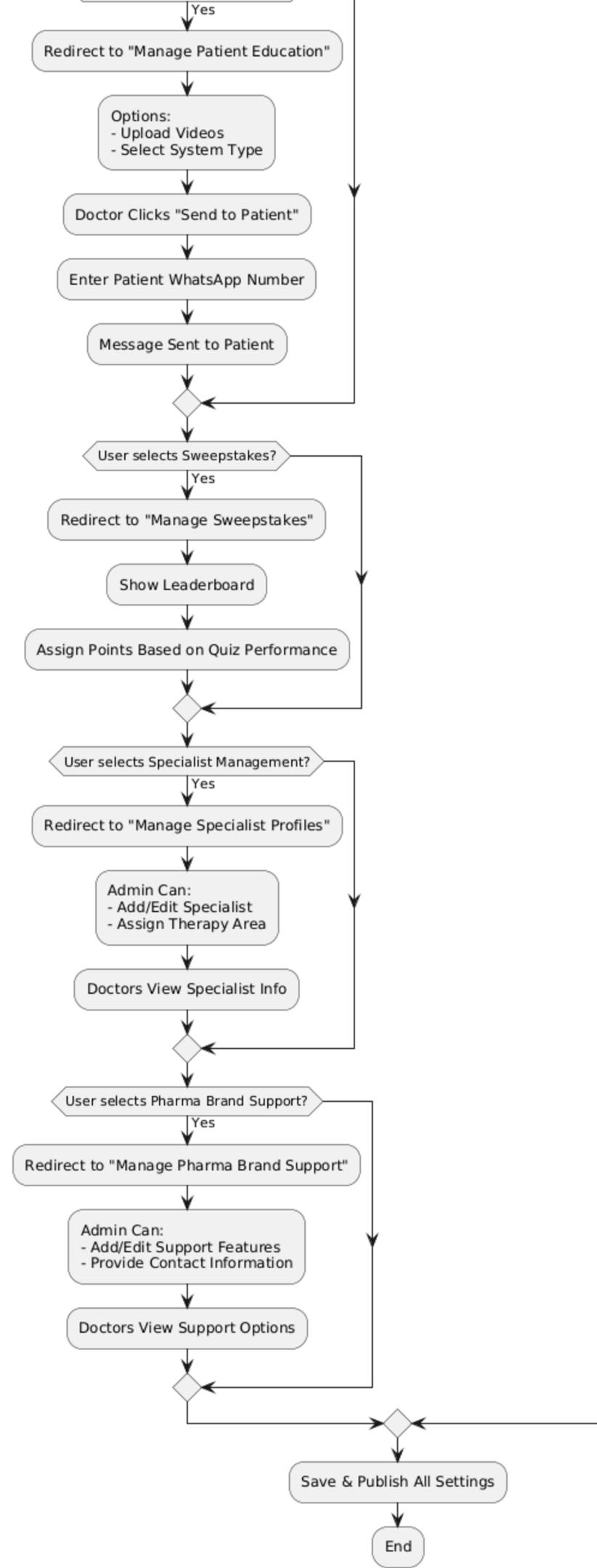
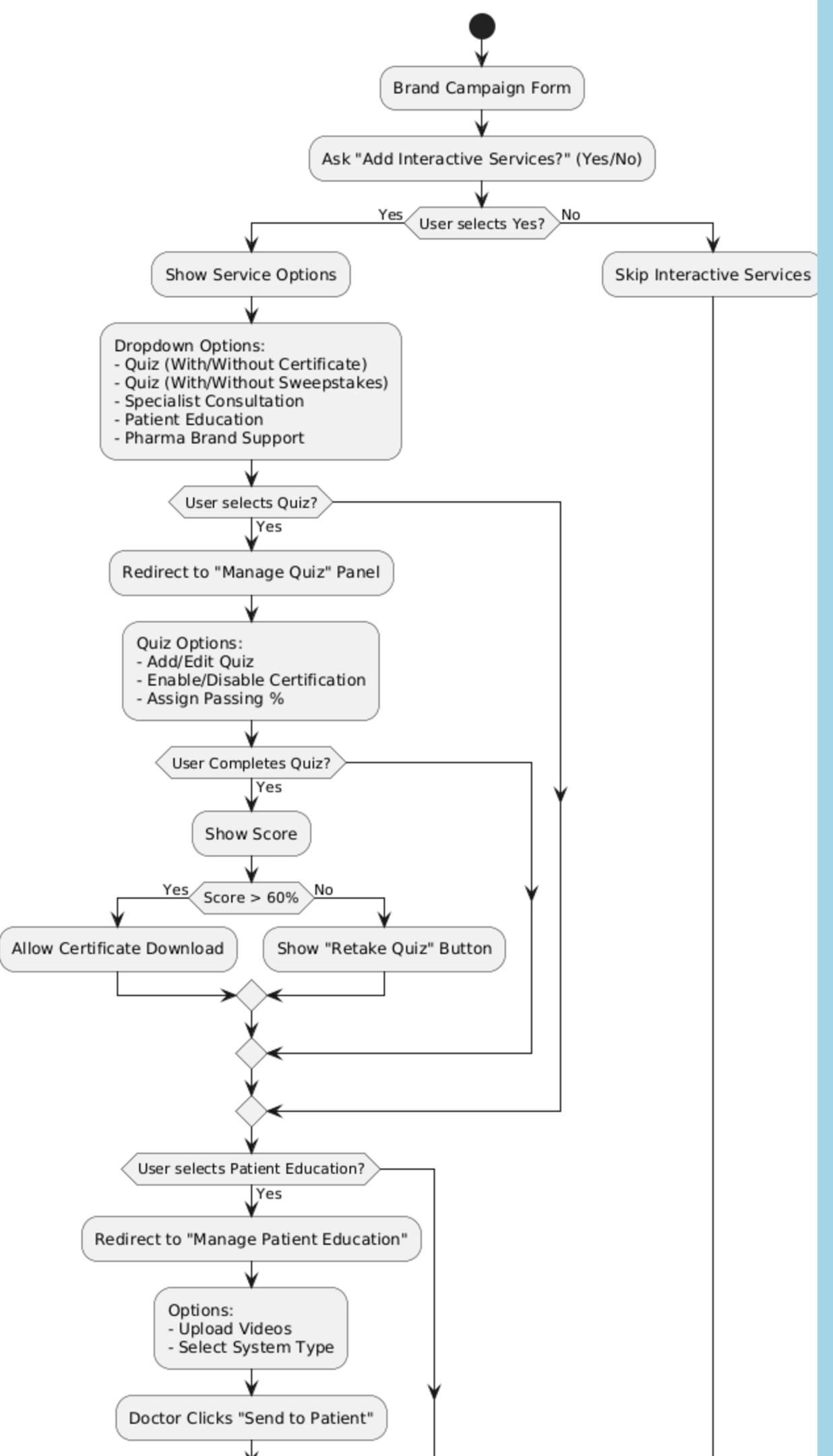
- Doctors
- Field Representatives
- Patients

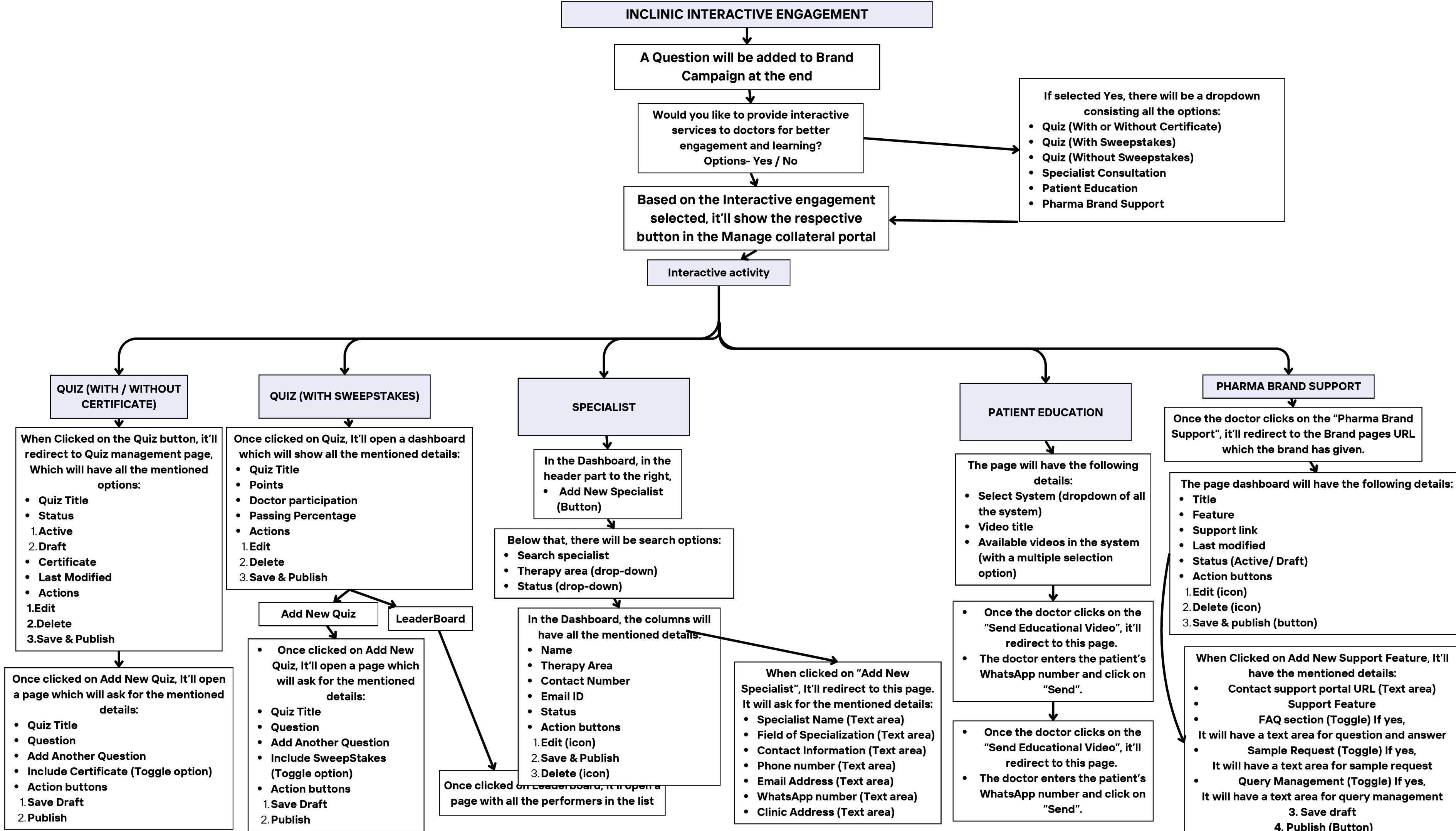


## 4. USER JOURNEY (FLOW CHART)

Here is a flowchart of how the product works:







## 5. USER JOURNEY (INDITECH TEAM)

- There will be a question added to the brand campaigns form at the end

Brand Campaign Form

Brand Campaign ID:

mIU7CGSS

Brand Name:\*

Company Name:\*

Contact Person No:\*

Contact Person Name:\*

Contact Person Designation:\*



## 5. USER JOURNEY (INDITECH TEAM)

The question is:

- Add Interactive Services?
- Options- Yes / No

Choose an Doctor whatsapp message Text:

Select Whatsapp template

The content for this solution has been reviewed  
and approved by :

URL of the Text Box :

Type of System : Fever System

Add Interactive Services?

NO

NO

YES

I'm not a robot

reCAPTCHA  
Privacy - Terms

Submit



## 5. USER JOURNEY (INDITECH TEAM)

If selected Yes, there will be a dropdown consisting all the options:

- Quiz (With or Without Certificate)
- Quiz (With or without Sweepstakes)
- Specialist Consultation
- Patient Education
- Pharma Brand Support

Would you like to provide interactive services to doctors for better engagement and learning?

NO  
 YES

Quiz (With or Without Certificate)

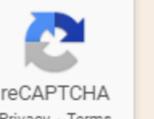
Quiz (With or Without Sweepstakes)

Specialist Consultation

Patient Education

Pharma Brand Support

I'm not a robot



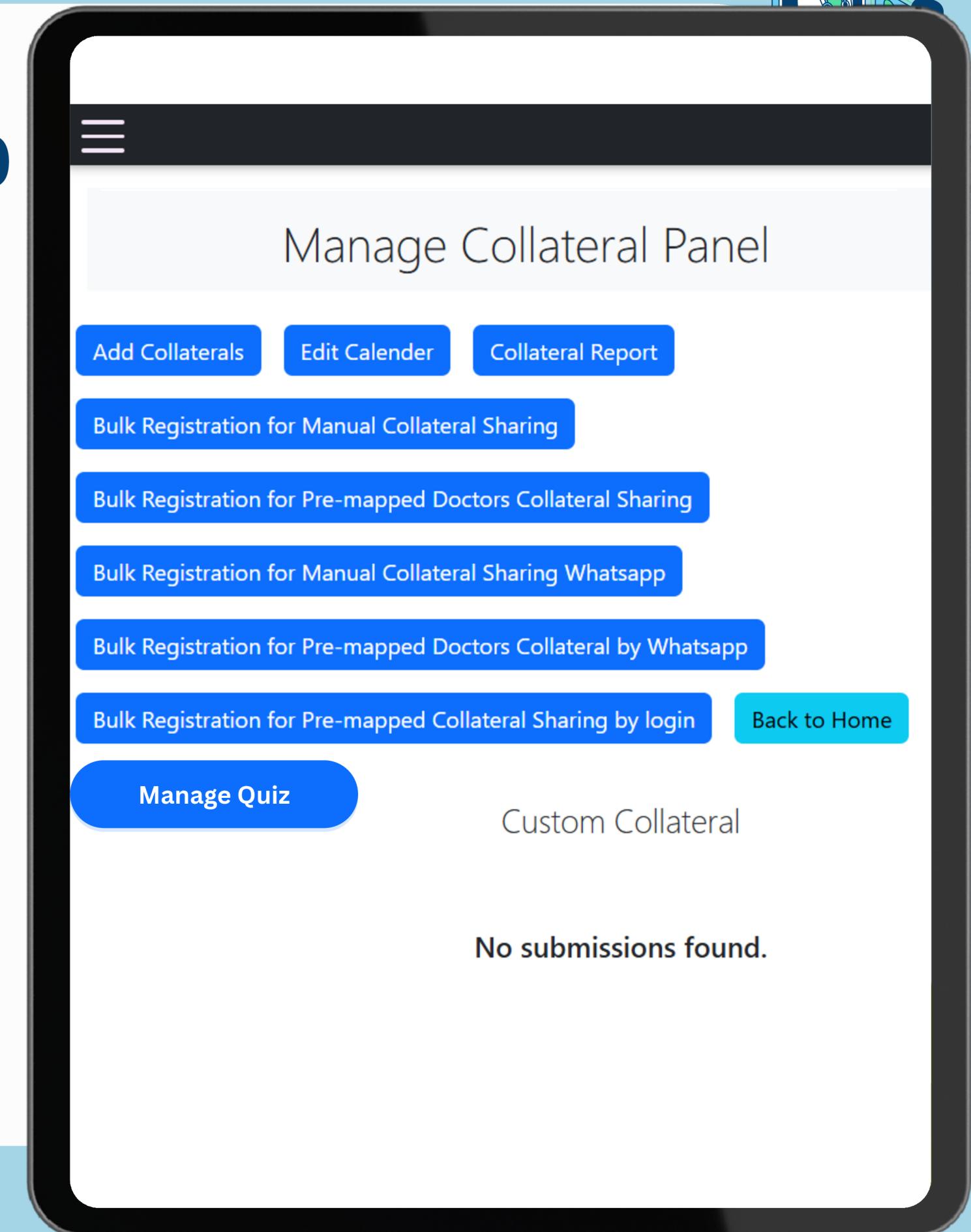
Privacy - Terms

Submit



## 5. USER JOURNEY (QUIZ (WITH /WO CERTIFICATE) - BACKEND

If they select Quiz, Then they will see a Manage Quiz button in the Manage collateral panel



## 5. USER JOURNEY (QUIZ (WITH /WO CERTIFICATE) - BACKEND

When Clicked on the Manage Quiz button, it'll redirect to Quiz management page, Which will have all the mentioned options:

- Add New Quiz
- Quiz Title
- Status
- Certificate
- Last Modified
- Actions
  - 1.Edit
  - 2.Delete
  - 3.Save & Publish

Manage Quizzes						+ Add New Quiz
Home > Admin > Quizzes						
Quiz Title	Status	Certification	Passing %	Last Modified	Actions	
CARDIOLOGY	Active	<input checked="" type="checkbox"/>	60%	2024-02-20	<input checked="" type="checkbox"/> <input type="checkbox"/> <span>Save &amp; Publish</span>	
CHRONIC FEVER AND COUGH	Draft	<input type="checkbox"/>	60%	2024-02-19	<input checked="" type="checkbox"/> <input type="checkbox"/> <span>Save &amp; Publish</span>	



## **5. USER JOURNEY (QUIZ (WITH /WO CERTIFICATE)- BACKEND**

When the user clicks on Add New Quiz , The page will prompt to Select the Collateral.

- The Collateral Type will have a drop-down of all the collaterals.
- When clicked on Continue, It'll open the add Quiz form.



Select Collateral

Choose the collateral you want to use

Collateral Type

Select a collateral

Continue

Quiz Title

Enter quiz title here

Text to be visible on the front end:

Question 1

Enter your question here

Option A

Option B

Option C

Option D

+ Add Another Question

What should be the passing percentage

Include Certification

Upload Your Certification

Please upload your certification document

Choose File

Save Draft

Publish

## 5. USER JOURNEY (QUIZ (WITH /WO CERTIFICATE)- BACKEND

Once clicked on Add New Quiz, It'll open a page which will ask for the mentioned details:

- Quiz Title, Free text to be visible on front end
  - Question
  - Add Another Question
  - Include Certificate (Toggle option), If there is a certificate selected, there should be a option to upload the certificate draft
  - Passing Percentage
  - Action buttons
1. Save Draft
  2. Publish



## 5. USER JOURNEY (QUIZ (WITH /WITHOUT CERTIFICATE)- FRONTEND

The Doctor will see the button at the end of the collaterals. The doctor will click on the quiz button.

If you are not able to see the PDF, please refresh the page!



For the use only of a Registered Medical Practitioner or a Hospital or a Laboratory

DIAP/01/04/2025

<Free Text>

Click Here to take the Quiz





## 5. USER JOURNEY (QUIZ (WITH /WO CERTIFICATE)- FRONTEND

The Doctor fills the form and then clicks on “Submit”.



### Quiz

#### Pediatric Auto-inflammatory and Genetic Disorders: Case Studies in DIRA and Aicardi Goutieres Syndrome

Doctor Name:

Dr.

Email ID:

What was the initial diagnosis made when the young child first presented with symptoms in infancy?

- Auto-inflammatory disorder
- E. coli sepsis
- Rheumatoid arthritis
- Asthma

What were the key clinical symptoms of the child with pustular psoriasis?

- Fever, joint pain, pustular rash
- Skin discoloration, anemia, headache
- Weight loss, dizziness, ear infection
- Seizures, high blood pressure, vomiting

## 5. USER JOURNEY (QUIZ (WITH /WITHOUT CERTIFICATE)- FRONTEND

If the doctor has scored more than the entered %, then they will have an option to download the certification.



Congratulations! You've Passed!

You scored more than 60% in the assessment



Your Certificate is Ready

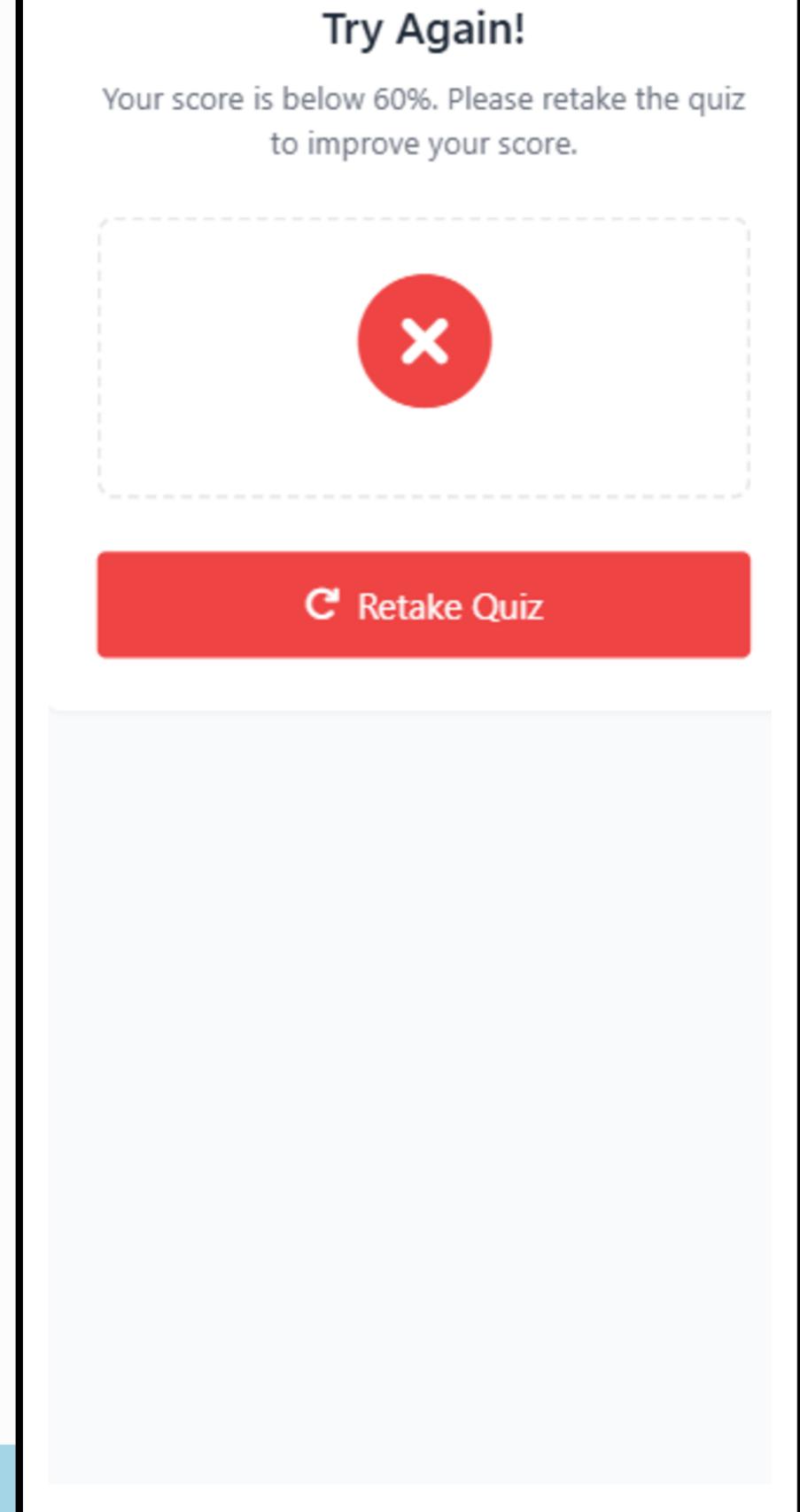
You can download your certificate now

 Download Certificate



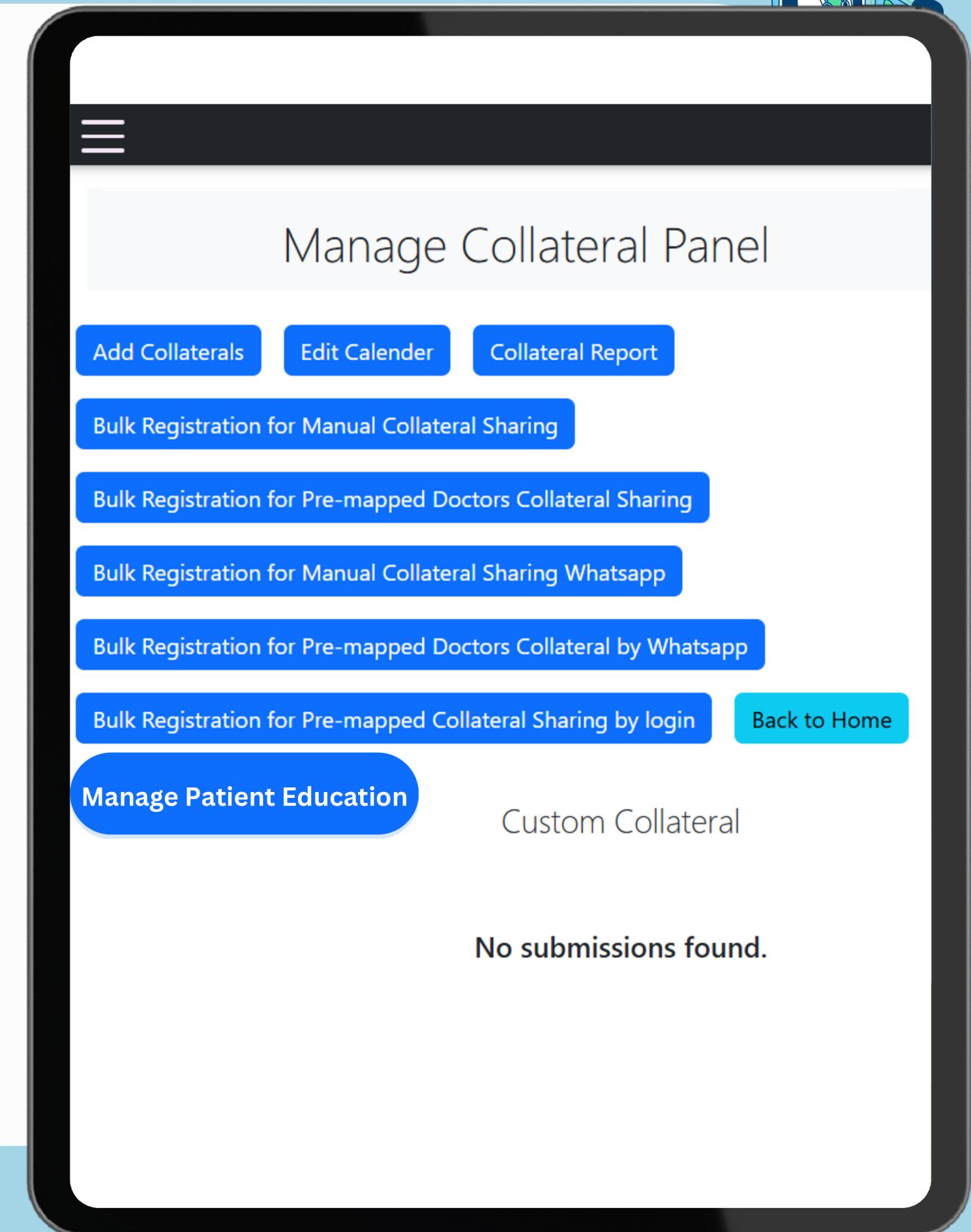
## 5. USER JOURNEY (WITH /WO CERTIFICATE) - FRONTEND

If the doctor has scored less than 60%, it will show a button to Retake Quiz.



## 5. USER JOURNEY (PATIENT EDUCATION) - BACKEND

If they select Patient Education , Then they will see a Manage Patient Education button in the Manage collateral panel.



## 5. USER JOURNEY (PATIENT EDUCATION)- BACKEND

The page will have the following details:

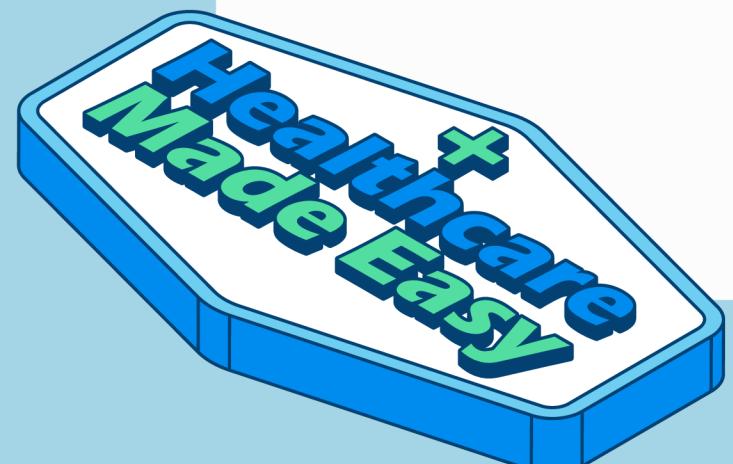
- Select System (dropdown of all the system)
- Website Title
- Free text for frontend
- Message to be sent:

All the content available for a system will be visible on the Website

The image displays two side-by-side screenshots of a mobile application interface titled "Patient Education". Both screenshots show a header with a back arrow and the title "Patient Education".

**Screenshot 1 (Left):** This screenshot shows a dropdown menu labeled "Select System" with the placeholder "Choose a system". Below it is a text input field labeled "Website Title" with an empty input box. Further down is a text input field labeled "Free Text for frontend:" with an empty input box. At the bottom is a text input field labeled "Message to be sent" with an empty input box. A black "Save & Publish" button is at the very bottom.

**Screenshot 2 (Right):** This screenshot shows the same interface but with a different state. The "Select System" dropdown now has "Choose a system" highlighted with a blue background. Below it, a list of system names is visible: "Fever System", "Headache System", "Cough System", "Hypertension System", and "Fertility System". The rest of the interface (Website Title, Free Text, Message input fields, and Save & Publish button) is identical to the first screenshot.



## 5. USER JOURNEY (PATIENT EDUCATION)- FRONTEND

The Doctor will see the button at the end of the collaterals. The doctor will click on the Click Here to send patient education.

If you are not able to see the PDF, please refresh the page!



A digital tablet screen showing four pharmaceutical collateral pages:

- Vitanova-D<sub>3</sub>**: Courtesy Vitanova-D<sub>3</sub> Cholecalciferol Nano / Sachet 60K IU 800 IU Drops. Drives Away D<sub>3</sub> Deficiency.
- Bevon**: Suspension/Drops. True friend for a healthy life.
- Feronia-XT**: Think IRON...THINK. Feronia Ascorbate equivalent to elemental iron 30 mg + Iron Suspension. Feronia Ascorbate equivalent to elemental iron 10 mg + Folic Acid 100 mcg + Iron Drop. The Tastiest way for Maximum Hb Rise.
- Feronia-Max**: Prevent Anemia, Maximize Erythropoiesis. Feronia Ascorbate equivalent to Elemental Iron 30mg + Naphthalene Disulfonate Disodium + Folic Acid 100mcg. The HAEM-TONIC for Maximum Benefits.

For the use only of a Registered Medical Practitioner or a Hospital or a Laboratory

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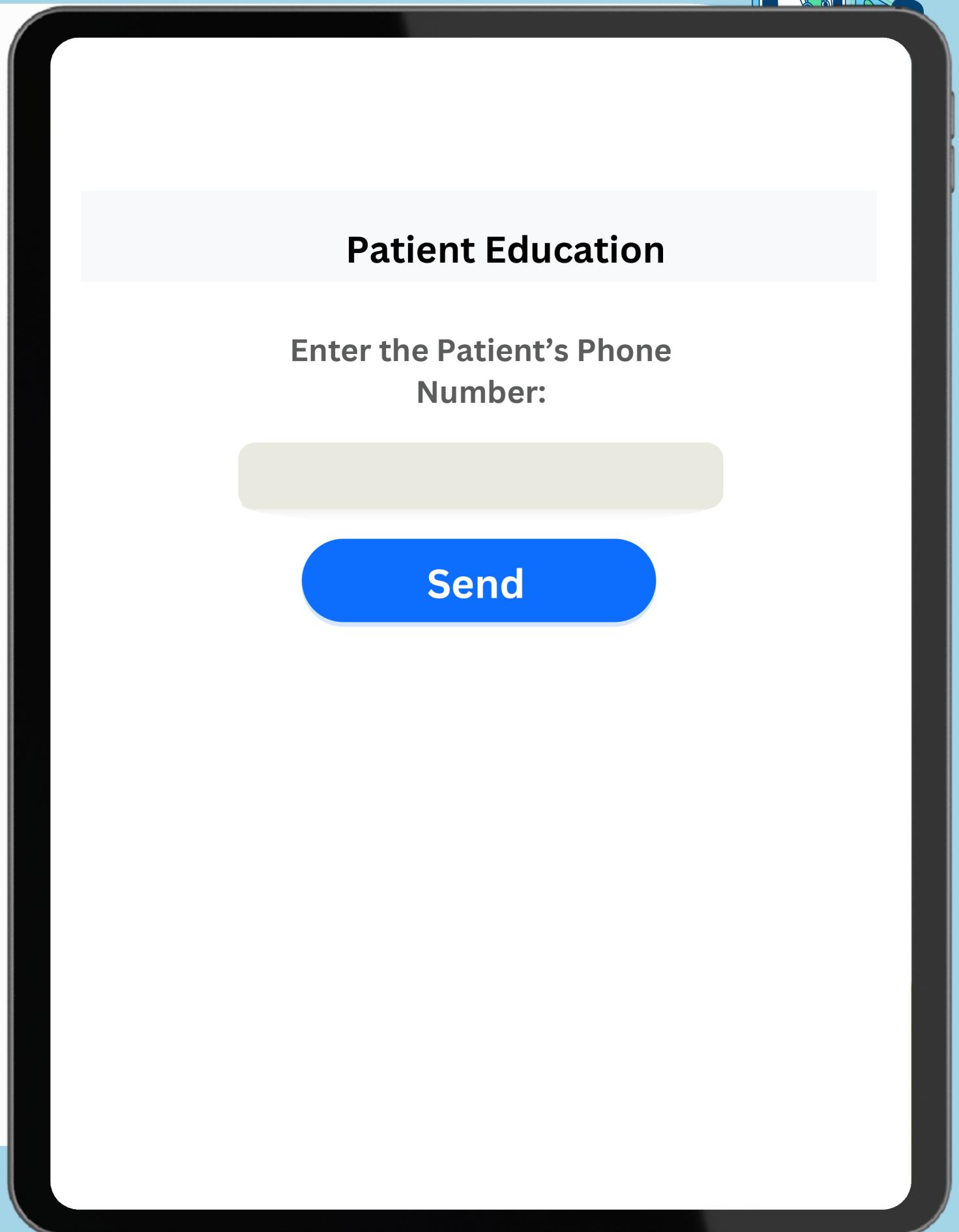
<Free Text>

[Click Here to Send Patient Education Website](#)



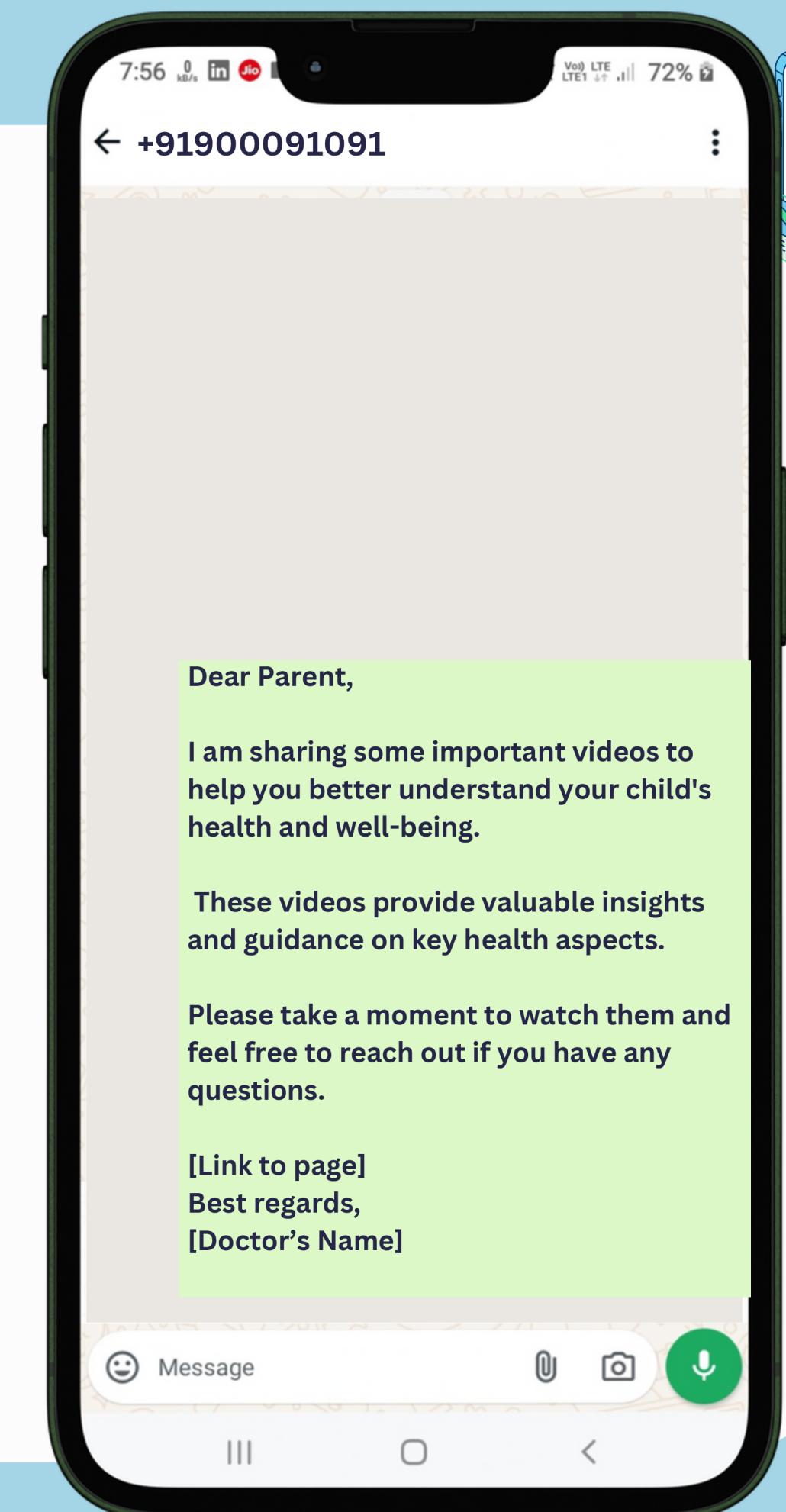
## 5. USER JOURNEY (PATIENT EDUCATION)- FRONTEND

- Once the doctor clicks on the “Click Here to send patient education”, it’ll redirect to this page.
- The doctor enters the patient’s WhatsApp number and click on “Send”.



## 5. USER JOURNEY (PATIENT EDUCATION) - FRONTEND

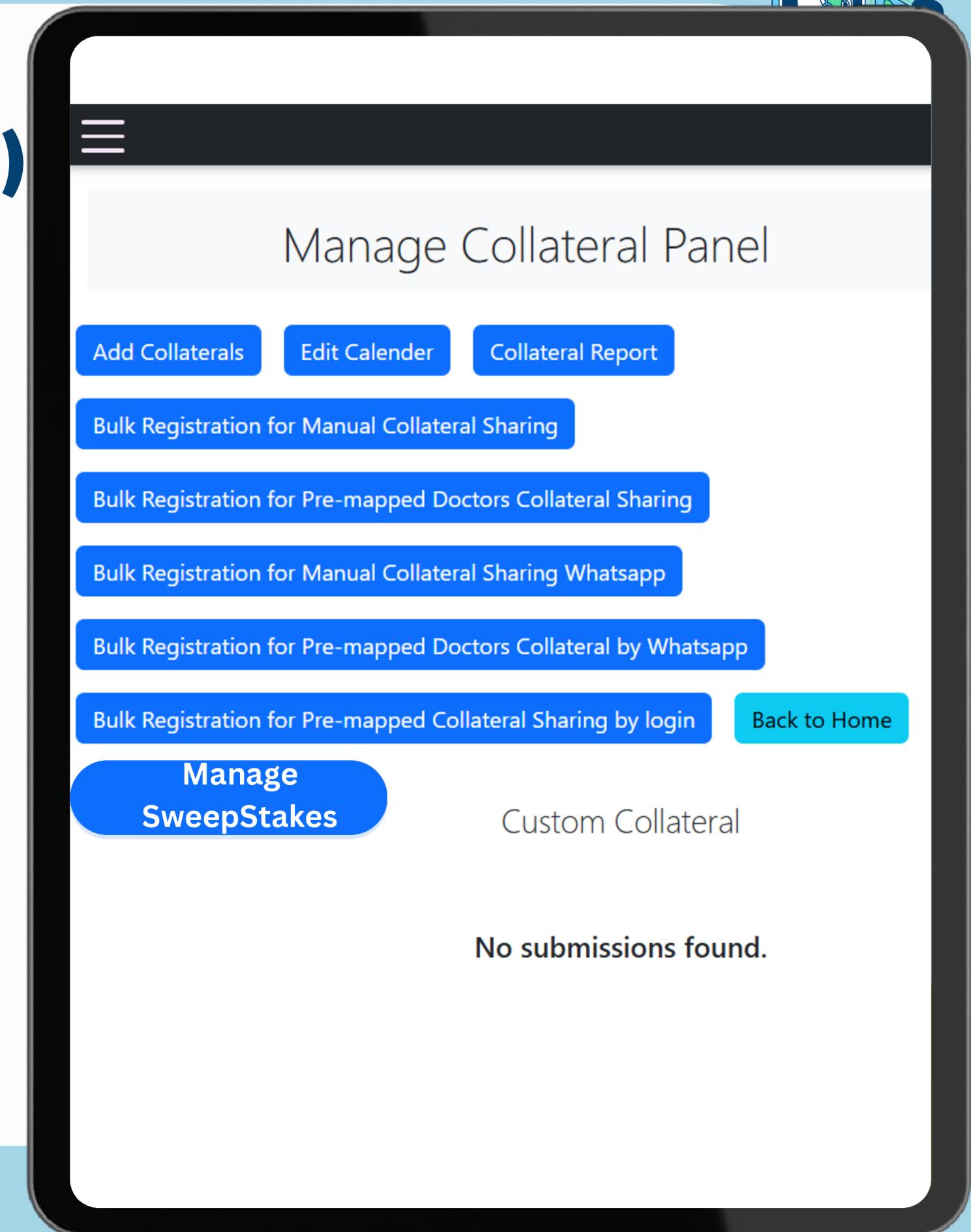
- Once the doctor clicks on the “Send”, it’ll redirect to WhatsApp with the patient’s WhatsApp number with a pre-populated message with the link.
- The doctor simply clicks on send.



## **5. USER JOURNEY (SWEEPSTAKES) - BACKEND**

If they select Quiz (With or Without SweepStake),  
Then they will see a Quiz button in the Manage  
collateral panel.

- If they click on the button, Based on the service that they have selected, it will redirect to the dashboard.



# 5. USER JOURNEY (SWEEPSTAKES) - BACKEND

**Sweepstakes Quiz Dashboard**

Home > Admin > Sweepstakes Quiz

Quiz Title	leaderboard	Points	Doctor Participation	Passing Percentage	Actions
Cardiovascular Disease Management	<input checked="" type="checkbox"/>	100	45/100	70 %	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Save &amp; Publish"/>
Advanced Diabetes Care Protocol	<input type="checkbox"/>	150	32/100	75 %	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Save &amp; Publish"/>



- Once clicked on Quiz, It'll open a dashboard which will show the 2 buttons in the right side:
  1. Add New Quiz
  2. Leaderboard



## 5. USER JOURNEY (SWEEPSTAKES) - BACKEND

- Once clicked on Quiz, It'll open a dashboard which will show all the mentioned details:
- Quiz Title
- Sweepstakes Leaderboard Toggle for On/Off
- Points
- Doctor participation
- Passing Percentage
- Actions
  - 1.Edit
  - 2.Delete
  - 3.Save & Publish



## 5. USER JOURNEY (QUIZ (SWEEPSTAKES) - BACKEND

When the user clicks on Add New Quiz , The page will prompt to Select the Collateral.

- The Collateral Type will have a drop-down of all the collaterals.
- When clicked on Continue, It'll open the add Quiz form.



Select Collateral

Choose the collateral you want to use

Collateral Type

Select a collateral

Continue

## 5. USER JOURNEY (SWEEPSTAKES) - BACKEND

- Once clicked on Add New Quiz, It'll open a page which will ask for the mentioned details:
- Quiz Title, Free text to be visible on front end
- Question
- Add Another Question
- Include Sweepstakes Leaderboard (Toggle option)
- Passing Percentage - 60%
- Action buttons
  - Save Draft
  - Publish



← Create New Quiz

Quiz Title  
Enter quiz title here

Text to be visible on the front end:

Question 1  
Enter your question here

Option A

Option B

Option C

Option D

+ Add Another Question

Passing % - 60%

Include Sweepstakes Leaderboard

Save Draft Publish



If you are not able to see the PDF, please refresh the page!

## 5. USER JOURNEY (SWEEPSTAKES) - FRONTEND

The Doctor will see the button at the end of the collaterals. The doctor will click on the quiz button.



Courtesy

**Vitanova-D<sub>3</sub>**  
Cholecalciferol  
**Nano / Sachet 60K IU  
800 IU Drops**  
**Drives Away D<sub>3</sub> Deficiency**

**Bevon®**  
Suspension/Drops  
*True friend for a healthy life*

Think IRON...THINK  
**Feronia-XT**  
Suspension/Drops  
Feron Ascorbate equivalent to elemental iron 20 mg/1ml Suspension  
Feron Ascorbate equivalent to elemental iron 15 mg + Folic Acid 100 mcg/1 ml Drop  
*The Tastiest way for Maximum Hb Rise*

Prevent Anemia, Maximize Erythropoiesis  
**Feronia-Max**  
Suspension  
Feron Ascorbate equivalent to Elemental Iron 30mg + Methylcobalamin 50mcg + Folic Acid 50mcg / 1ml  
*The HAEM-TONIC for Maximum Benefits*

Zuventus House, Plot Y2, CTS No: 358/A2, Near Nahur  
R/Way 4, Nahur (West), Navi Mumbai - 401478.  
Page 4

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<Free Text>

Click Here to take the Quiz



## 5. USER JOURNEY (QUIZ (WITH /WO CERTIFICATE)- FRONTEND

The Doctor fills the form and then clicks on “Submit”.



### Quiz

#### Pediatric Auto-inflammatory and Genetic Disorders: Case Studies in DIRA and Aicardi Goutieres Syndrome

Doctor Name:

Dr.

Email ID:

What was the initial diagnosis made when the young child first presented with symptoms in infancy?

- Auto-inflammatory disorder
- E. coli sepsis
- Rheumatoid arthritis
- Asthma

What were the key clinical symptoms of the child with pustular psoriasis?

- Fever, joint pain, pustular rash
- Skin discoloration, anemia, headache
- Weight loss, dizziness, ear infection
- Seizures, high blood pressure, vomiting

## 5. USER JOURNEY (SWEEPSTAKES) - FRONTEND

Once the doctor clicks on Submit, He'll see the Leaderboard for the Quiz.

The page will show as "You have earned 1 point" if the doctor has scored more than 60%/  
100%

Congratulations! 🎉

You have earned 1 point!

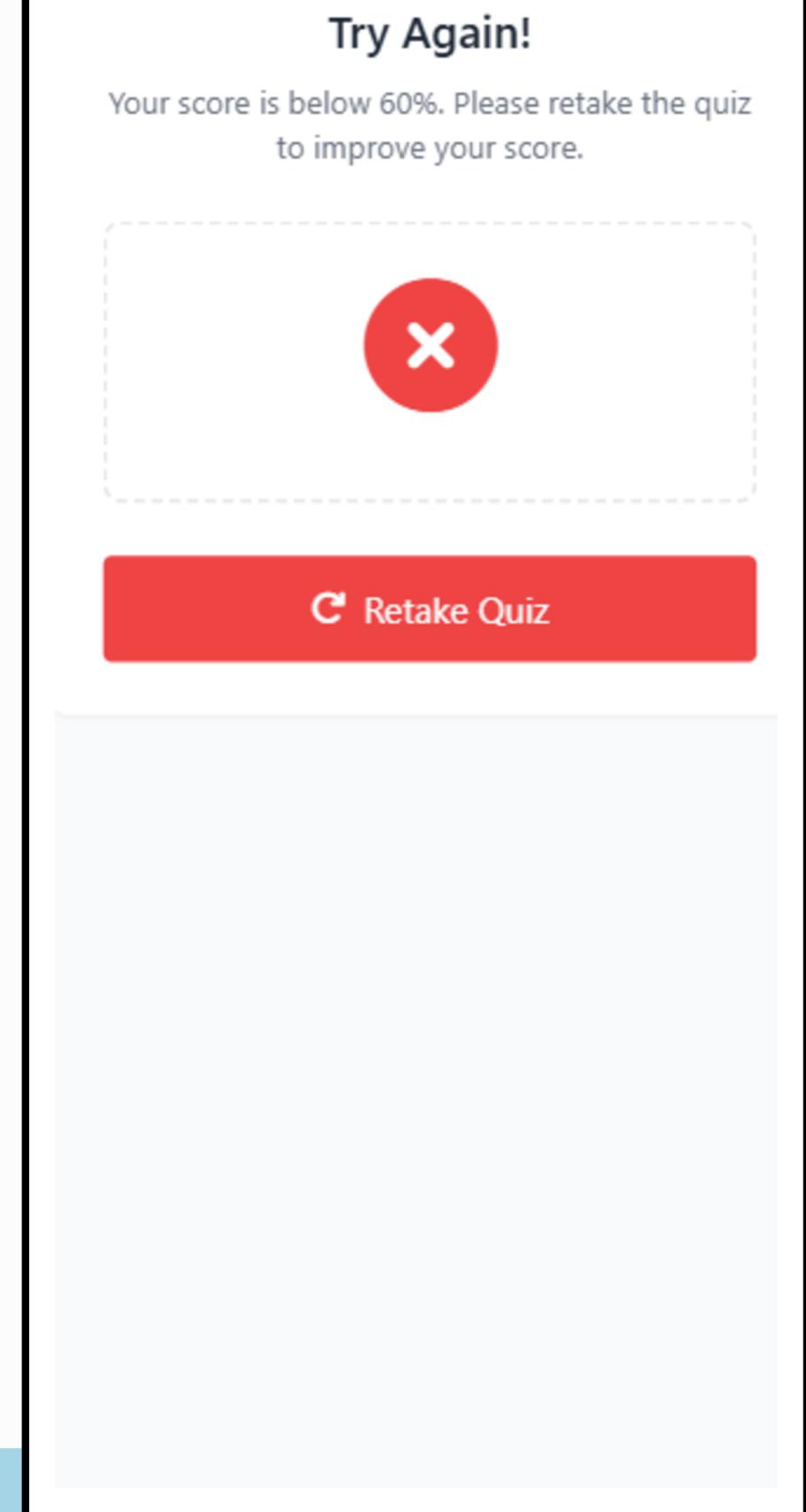


 View Leaderboard



## 5. USER JOURNEY (SWEEPSTAKES) - FRONTEND

If the doctor has scored less than 60%, it will show a button to Retake Quiz.



## 5. USER JOURNEY (SWEEPSTAKES)

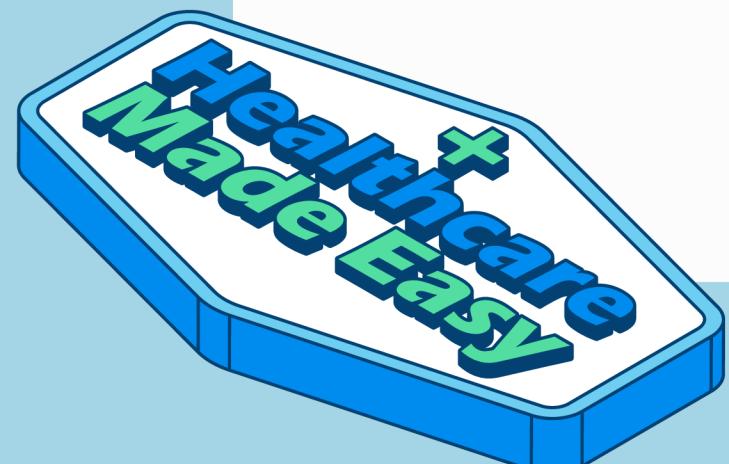
Once the doctor clicks on Submit, He'll see the Leaderboard for the Quiz.

The passing percentage to be visible on the leaderboard is 60%.

← Leaderboard

### Top Performers

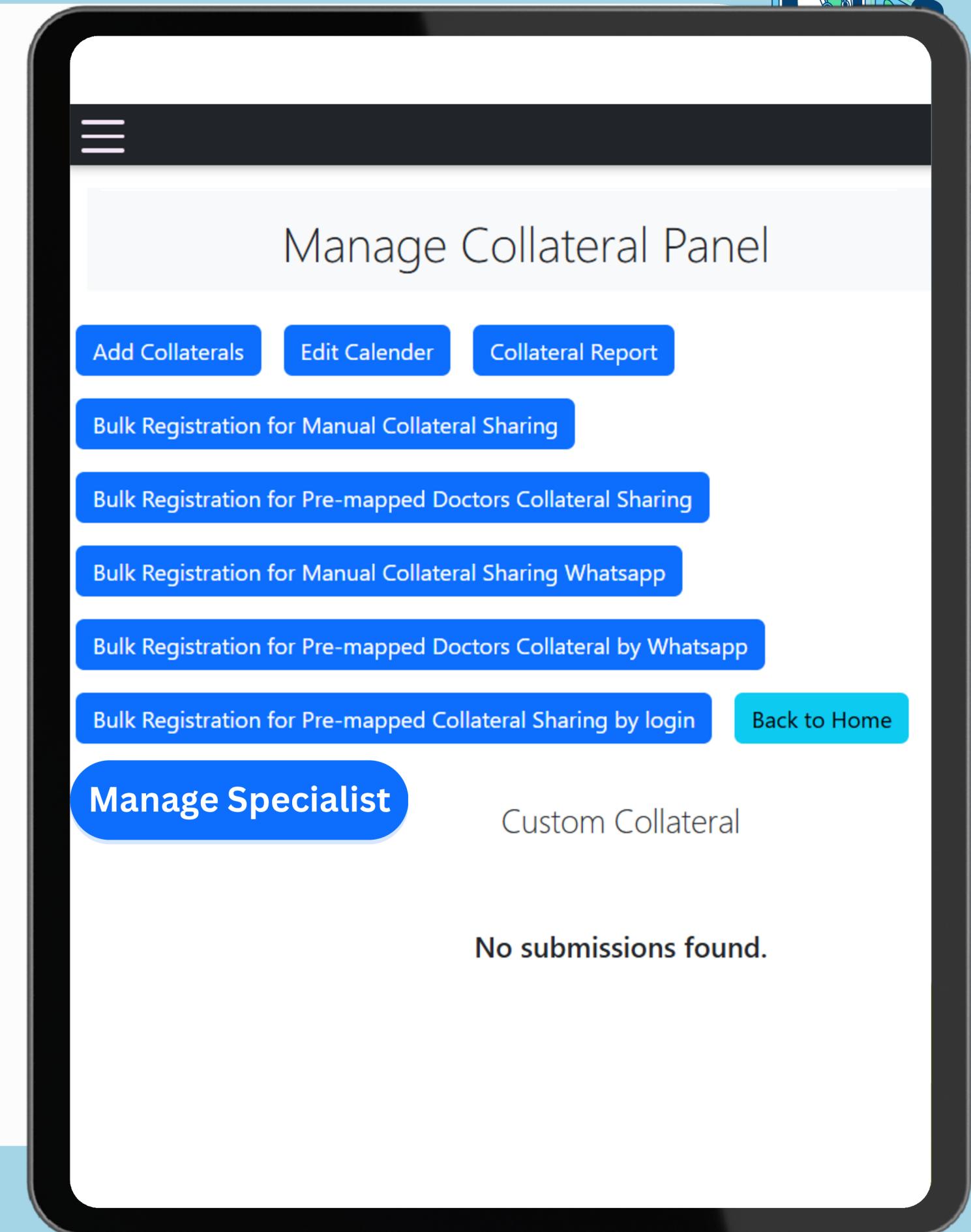
1	187 doctors	2,450 pts
2	235 doctors	2,180 pts
3	156 doctors	1,950 pts
4	298 doctors	1,820 pts
5	143 doctors	1,760 pts
6	211 doctors	1,650 pts



## 5. USER JOURNEY (SPECIALIST) - BACKEND

If they select Specialist, Then they will see a Specialist button in the Manage collateral panel.

- If they click on the button, Based on the service that they have selected, it will redirect to the dashboard.



## 5. USER JOURNEY (SPECIALIST) - BACKEND



### Manage Specialists

+ Add New Specialist

Search specialists... All Therapy Areas All Status

SPECIALIST NAME	THERAPY AREA	CONTACT NUMBER	EMAIL	STATUS	ACTIONS
JD Dr. John Doe	Physiotherapy	+1 (555) 123-4567	john.doe@example.com	Published	<input checked="" type="checkbox"/> Save & Publish <span style="color:red;">Delete</span>
SS Dr. Sarah Smith	Occupational Therapy	+1 (555) 987-6543	sarah.smith@example.com	Draft	<input type="checkbox"/> Save & Publish <span style="color:red;">Delete</span>
MP Dr. Michael Parker	Speech Therapy	+1 (555) 234-5678	michael.parker@example.com	Published	<input checked="" type="checkbox"/> Save & Publish <span style="color:red;">Delete</span>



## 5. USER JOURNEY (SPECIALIST) - BACKEND



In the Dashboard, in the header part to the right,

- Add New Specialist (Button)

Below that, there will be search options:

- Search specialist
- Therapy area (drop-down)
- Status (drop-down)



## 5. USER JOURNEY (SPECIALIST) - BACKEND



In the Dashboard, the columns will have all the mentioned details:

- Name
- Therapy Area
- Contact Number
- Email ID
- Status
- Action buttons
  - 1. Edit (icon)
  - 2. Save & Publish
  - 3. Delete (icon)



## 5. USER JOURNEY (SPECIALIST) - BACKEND

When clicked on “Add New Specialist”, It’ll redirect to this page.  
It will ask for the mentioned details:

- Specialist Name (Text area)
- Field of Specialization (Text area)
- Contact Information (Text area)
  1. Phone number (Text area)
  2. Email Address (Text area)
  3. WhatsApp number (Text area)
- Clinic Address (Text area)

Add New Specialist ← Cancel

**Personal Information**

Specialist Name

Field of Specialization

Preferred time to contact

**Contact Information**

Phone Number

Email Address

WhatsApp Number (Optional)

**Clinic Details**

Clinic Address

Save as Draft Publish



If you are not able to see the PDF, please refresh the page!

## 5. USER JOURNEY (SPECIALIST) - FRONTEND

The Doctor will see the button at the end of the collaterals. The doctor will click on the specialist button.



For the use only of a Registered Medical Practitioner or a Hospital or a Laboratory

DIA/P/01/04/2025

<Free Text>

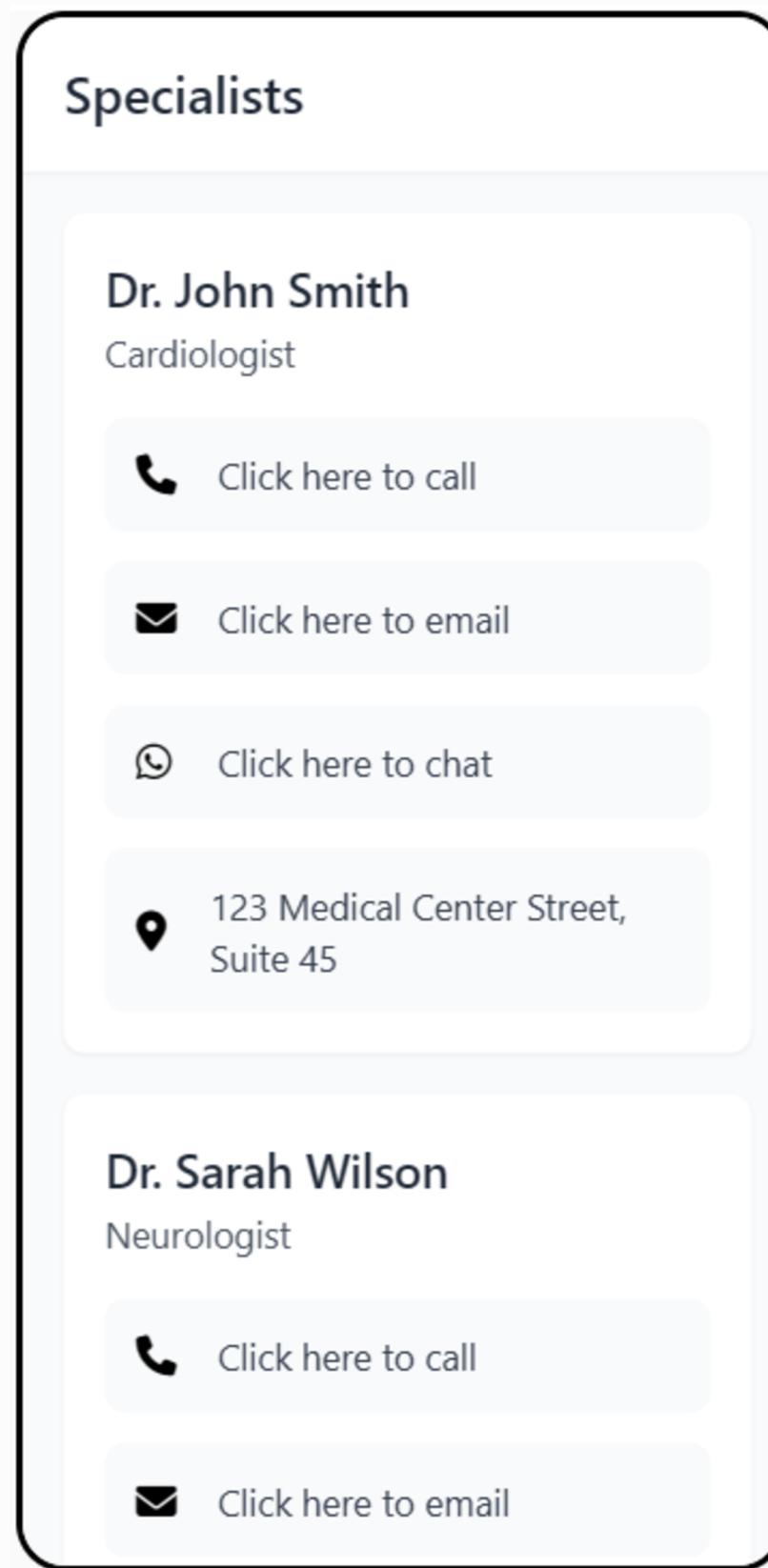
[Click Here to contact Specialist](#)



## 5. USER JOURNEY (SPECIALIST) - FRONTEND

When clicked on the button, it'll open this page with all the specialist information.

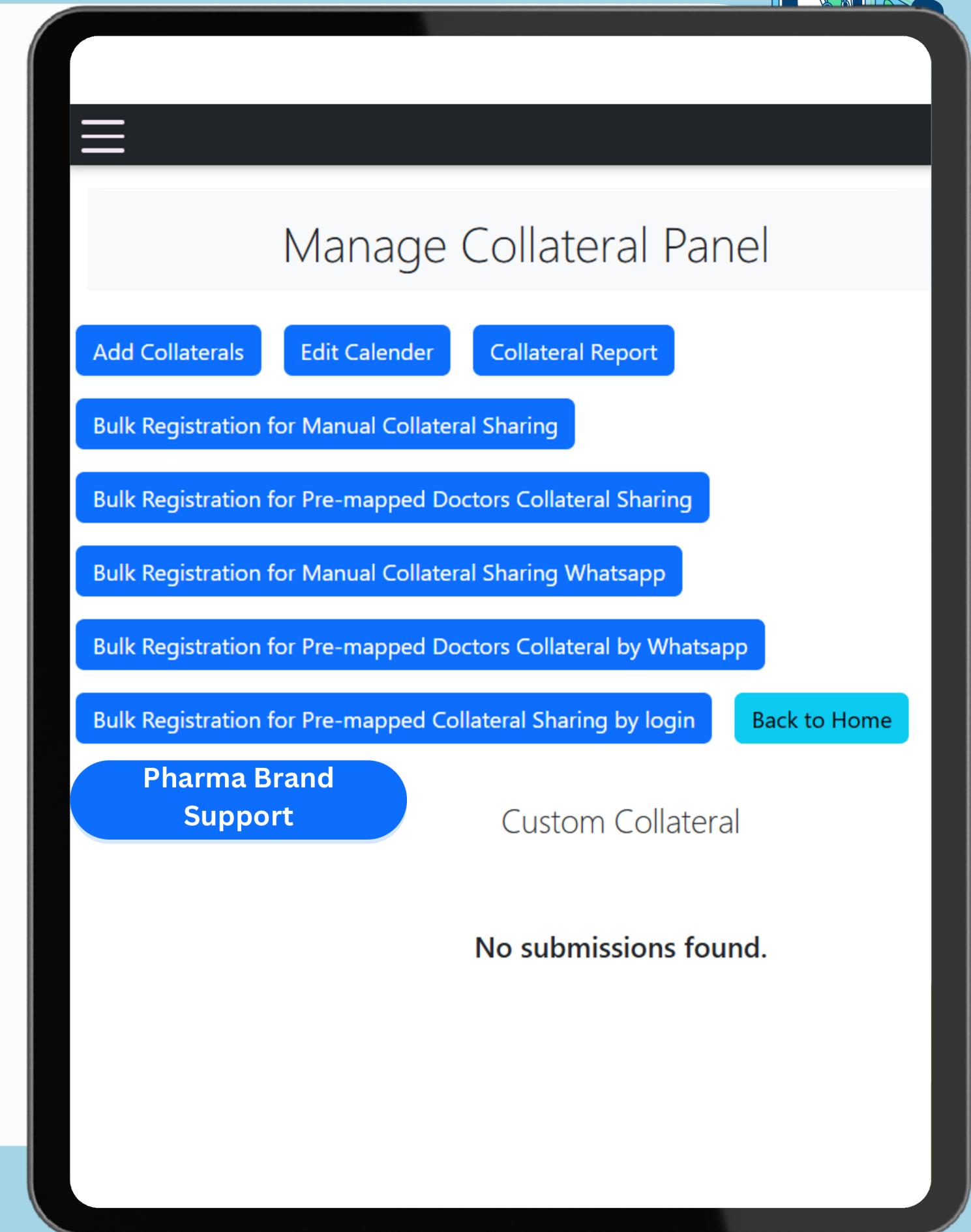
- When the doctor clicks on the phone number, It'll be redirected to the phone's calling app with the doctors number.
- When the doctor clicks on the Email address, It'll be redirected to the Email app with the doctors mail.
- When the doctor clicks on the WhatsApp number, It'll be redirected to the WhatsApp with the doctors number.



## 5. USER JOURNEY (PHARMA BRAND SUPPORT) - BACKEND

If they select Pharma Brand Support, Then they will see a Pharma Brand Support button in the Manage collateral panel.

- If they click on the button, Based on the service that they have selected, it will redirect to the dashboard.



## 5. USER JOURNEY (PHARMA BRAND SUPPORT) - BACKEND

- Once the doctor clicks on the “Pharma Brand Support”, It’ll be redirected to this dashboard.

Manage Pharma Support						
Title	FEATURE TYPE	SUPPORT LINK	LAST UPDATED	STATUS	ACTIONS	
JD Doctor FAQ Portal	FAQ	support.pharma.com/faq	2024-01-15	Published	<input checked="" type="checkbox"/> Save & Publish <input type="button" value="Delete"/>	
SS Sample Request System	Sample Request	support.pharma.com/samples	2024-01-10	Draft	<input checked="" type="checkbox"/> Save & Publish <input type="button" value="Delete"/>	
MP Query Management Portal	Query Portal	support.pharma.com/queries	2024-01-05	Published	<input checked="" type="checkbox"/> Save & Publish <input type="button" value="Delete"/>	



## 5. USER JOURNEY (PHARMA BRAND SUPPORT) - BACKEND

- On the header, It'll have a “Add New Support Feature” button.

The page dashboard will have the following details:

- Title
- Feature
- Support link
- Last modified
- Status (Active/ Draft)
- Action buttons
  - 1.Edit (icon)
  - 2.Delete (icon)
  - 3.Save & publish (button)



## 5. USER JOURNEY (PHARMA BRAND SUPPORT)

When Clicked on Add New Support Feature, It'll have the mentioned details:

1. Title
2. Support page URL
3. Support Email

**Brand Support**

Enter the link to your brand's support page

Title

Support Page URL

Support Email

**Submit Support Link**



If you are not able to see the PDF, please refresh the page!

## 5. USER JOURNEY (SPECIALIST) - FRONTEND

The Doctor will see the button at the end of the collaterals. The doctor will click on the button.



Courtesy

**Vitanova-D<sub>3</sub>**  
Cholecalciferol  
**Nano / Sachet 60K IU**  
**800 IU Drops**  
**Drives Away D<sub>3</sub> Deficiency**

**Bevon**  
Suspension/Drops  
*True friend for a healthy life*

Think IRON...THINK  
**Feronia-XT**  
Suspension/Drops  
Feronia Acetate equivalent to elemental iron 30mg / 1ml Suspension  
Feronia Acetate equivalent to elemental iron 15 mg + Folic Acid 100 mcg / 1 ml Drop  
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Prevent Anemia, Maximize Erythropoiesis  
**Feronia-Max**  
Suspension  
Feronia Acetate equivalent to Elemental Iron 30mg + Methylcobalamin 500mcg + Folic Acid 50mcg / 1ml  
*The HAEM-TONIC for Maximum Benefits*

Zuventus House, Plot Y2, CTS No: 358/A2, Near Nahur  
R/way 4, Nahur (West), Navi Mumbai - 400708.  
Page 4 | Zuventus House, Plot Y2, CTS No: 358/A2, Near Nahur  
R/way 4, Nahur (West), Navi Mumbai - 400708.

<Free Text>

Click Here to get Pharma-Brand  
Support

## 5. USER JOURNEY (SPECIALIST) - FRONTEND

It'll open the brands support page.



**SAMPLE** Science Products Stories Newsroom About Careers Investors | Q Contact Us ☰

General Company Information

I have a question about one of your pharmaceutical products. +

I need help paying for medicine. Who do I contact? +

What's the mailing address and phone number for Pfizer's world headquarters? +

How can I find out about your offices in other countries? +

Who is the head of your company? +

Where can I find historical information about Pfizer? +

Where can I get information about your employment opportunities? +

Where can I get Pfizer stockholder and financial information? +

A large red diagonal watermark reading "SAMPLE" is overlaid across the entire support page content.



# THANK YOU!

