

# 1

### AI & Digital Transformation

- AI-assistants and automation
- Commercial Optimization Suite:
  - training simulations
  - action triggers for CRM
  - sale force performance analysis
- MedDossier – automation of clinical study reports and eCTD

# 2

### High-impact Marketing

- 360° strategy consulting and planning
- Marketing campaigns execution
- Recommendation systems and behaviour insights
- Marketing Mix Modeling
- Congress support

# 3

### Content Creation

- Medical content excellence
- Edutainment and gamification
- Web, mobile and 2D/3D development
- Extended reality (XR/VR/AR)
- eLearning courses



**AWARD-WINNING LIFE  
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