

Latin America



Perspectives on Current and Upcoming Web-based and Digital Initiatives and Trends

2017 Edition



Argentina



Brazil



Colombia



Mexico

The objective of this syndicated, multi-client project is to understand the digital strategy and website content of companies in the Immunology (RA and psoriasis), Oncology, and Virology therapeutic areas in the target markets.

Types of digital strategies:

Emphasizing but not limited to

- Digital tools used for Sales Rep promotion such as iPads
- Phone apps for promotional, patient or HCP use
- Sales reporting platforms

Web sites content:

Emphasizing but not limited to

- General company website content
- Product-specific websites
- Therapy-specific and patient support websites

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