

## Indegene acquires Canada-based Aptilon

12 November 2012 | News | By BioSpectrum Bureau



**Bangalore:** Indegene Lifesystems, a leading provider of R&D, commercial and marketing solutions to top global pharmaceutical and healthcare organizations, announced a definitive agreement to acquire the multi-channel, video and e-detailing, and physician marketing services business of Aptilon Holdings, a wholly owned subsidiary of Aptilon Corporation.

Aptilon, headquartered in Canada, is a pioneer and a leader in providing e-marketing solutions for several large pharmaceutical, biotech and healthcare clients in the US, Canada and Europe. Aptilon enables clients to effectively reach, connect and interact with over 500,000 physicians and healthcare professionals via multiple access channels including iPads, mobile and desktop media.

Its innovative service and platform offerings, including Live Central and Channel HQ, provide targeted impressions and interactions through "click-to-talk" video and mobile detailing, digital access 'on-demand' channels and permission-based email services that drive efficient physician recruitment and outcomes.

The need for intelligent, robust, and outcome-driven multi-channel marketing (MCM) and Virtual/Inside Sales programs is estimated to represent a USD 10 billion opportunity as companies continue to accelerate the transformation of their sales and marketing organizations over the next 4-5 years.

Mr Manish Gupta, CEO, Indegene, said, "By combining Indegene's Virtual/Inside Sales and MCM capabilities with Aptilon's technology platforms, significant physician reach, and multi-year data on physician behavior in the North American and European market, clients can accelerate their physician engagement strategies and deploy true end-to-end world-class programs."