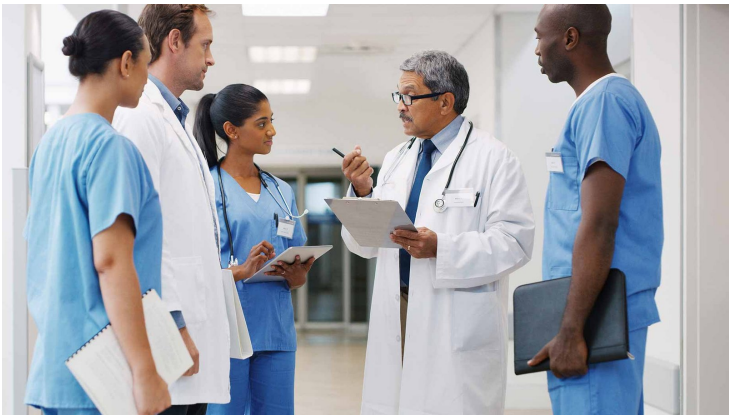
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Docquity enables Italian biopharma company Menarini to double healthcare engagement in Malaysia

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To raise awareness on multimodal approaches to post-surgery pain management and recovery



Docquity, Southeast Asia's largest community of healthcare professionals (HCPs), recently supported Menarini Malaysia, a member of the Menarini Group - the world's largest Italian biopharmaceutical company, with a successful HCP education campaign.

A Docquity client since 2021, Menarini Malaysia leveraged the platform to raise awareness among general surgeons, orthopedic surgeons, anesthesiologists, pain specialists, and primary care doctors on multimodal approaches to post-surgery pain management and recovery. The latest campaign created valuable relationships with over 600 target doctors for Menarini, doubling its reach compared to previous initiatives.

As part of the partnership, Menarini Malaysia was onboarded into Docquity's proprietary A2A Programme, leveraging the platform's in-depth network insights to meaningfully connect with the right HCP audience based on type and specialty. Over six months, the campaign built awareness and trust among target HCPs through scientific content shared on the Docquity platform. This outreach then culminated in a roundtable webinar that Docquity planned and implemented on its platform.

The awareness and trust-building initiatives attracted a highly educated and engaged community of healthcare key opinion leaders (KOLs), both online and offline, which made Menarini Malaysia's event more interactive than traditional lecture formats and unlocked future collaboration opportunities.