# Docquity revolutionises healthcare engagement in Southeast Asia



Docquity, a leading professional network for healthcare professionals (HCPs) in Southeast Asia, is at the forefront of transforming healthcare engagement through its extensive platform, which connects over 410,000 verified doctors across the region. Headquartered in Singapore, the company leverages advanced technologies, including artificial intelligence (AI) and machine learning (ML), to enhance the sharing of clinical experiences and secure discussions among HCPs.

In an interview with BioSpectrum, Amit Vithal, Co-founder and Chief of Growth at Docquity, elaborated on the company’s pivotal role in reshaping the healthcare landscape. Vithal stated, “As Southeast Asia’s largest network of over 410,000 verified HCPs, Docquity gains profound insight into HCP needs and preferences, which we leverage to strengthen healthcare knowledge and interactions.” He highlighted the company’s commitment to empowering HCPs by providing a wealth of educational resources, having delivered over 6 million Continuing Medical Education (CME) credits to date.

The Docquity Pulse Check report, an annual publication based on insights gathered from hundreds of doctors, has revealed significant trends within the digital health sector in Asia. This year’s findings indicate that a majority of doctors—59 per cent—are utilising digital platforms for consultations, while 81.5 per cent are participating in a mix of digital and face-to-face learning events. Vithal noted that the report underscores the importance of pharmaceutical companies building relationships with HCPs through scientifically credible interactions, as 86.7 per cent of doctors value connections with pharmaceutical representatives.

Docquity’s efforts to stay ahead of trends are evident through its innovative offerings such as the Awareness to Advocacy (A2A) Program. This initiative helps healthcare enterprises deliver scientifically credible and personalised content to target HCPs across various channels, thereby optimising campaigns and improving patient care outcomes.

A recent collaboration between Docquity and Sumedang Regency in West Java represents a strategic move into public healthcare initiatives. The launch of the Puskesmas AI platform aims to support healthcare professionals in tackling pressing health issues like tuberculosis and hypertension. The platform, which adheres to Indonesian and European data protection laws, provides HCPs with evidence-based knowledge sourced from established entities such as the World Health Organization (WHO).

Vithal shared insights on the importance of data-driven engagement strategies in the evolving healthcare landscape. Emphasising the use of nuanced insights, he stated that Docquity’s Insights programme delivers actionable intelligence tailored to facilitate effective communication between healthcare enterprises and HCPs.

Several case studies underline Docquity’s impact on healthcare engagement. In Malaysia, Menarini significantly increased its outreach to HCPs regarding modern pain management approaches through collaboration with Docquity. Another example includes Laboratorio Farmaceutico SIT in Thailand, which achieved a 31 per cent sales boost by raising awareness about gastrointestinal health. Similarly, Green Nature Farm in Indonesia successfully connected with a significant portion of pediatricians and general practitioners, reaching 20 per cent of its outreach target within the first month of its campaign.

As the healthcare sector increasingly embraces digital solutions, Docquity’s comprehensive data-driven approach continues to equip HCPs and healthcare enterprises with the resources necessary to navigate the complexities of modern healthcare delivery and improve patient outcomes across Southeast Asia.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.prnewswire.com/apac/news-releases/docquity-pioneers-the-first-regional-job-platform-focused-on-southeast-asias-healthcare-professionals-301957393.html> - This URL supports the claim about Docquity's role in Southeast Asia's healthcare professional network and its job platform expansion.
* <https://www.infocom.co.jp/en/news/news2021052501.html> - This URL provides information about Docquity's strategic partnership with Infocom and its operations in Southeast Asia.
* <https://www.mobihealthnews.com/news/asia/networking-platform-doctors-asia-scores-44m-series-c-funding> - This URL corroborates Docquity's funding and its role as a networking platform for healthcare professionals in Asia.
* <https://www.noahwire.com> - This URL is mentioned as a source but does not provide specific information about Docquity's activities.
* <https://www.docquity.com> - This is the official website of Docquity, which would provide detailed information about its services and initiatives.
* <https://www.who.int> - This URL supports the mention of the World Health Organization as a source of evidence-based knowledge for Docquity's initiatives.
* <https://www.itochu.com/en> - This URL is relevant to Itochu Corporation, one of the investors in Docquity's funding rounds.
* <https://www.iglobepartners.com> - This URL is related to iGlobe Partners, another investor in Docquity's funding rounds.
* <https://www.globalbrain.com/en> - This URL pertains to Global Brain, an investor in Docquity's funding rounds.