

WorkSure®:

Proffering a Digitized Portfolio of Products and Services to the Healthcare Domain

The Healthcare industry is not only awash in data, it's also inundated with mandates to make better use of this data. Although the CDMS (Clinical Data Management System) managers in most of the organizations have already established the procedural activities, they are still on the lookout for the right, most adaptable CDM solutions that is made up of the right IT infrastructure that can support regulatory mandates. Headquartered in Delhi, WorkSureMedPharma Consultancy India Pvt. Ltd. offers their CDM solution that starts right from developing CRF layouts, user interfaces, online/offline database development, and DCF management till database closure and data extraction for statistical analysis. WorkSure's medically driven CDM solution uses updated and constructive Medical information for the integration, analysis and delivery of reports. "WorkSure offers separate CDM systems for varied CDM requirements that range from large regulated clinical trials to qualitative health care to hospital data management to research data for individual physicians," says Ankit Pathak, Founder & CEO WorkSure.

Holistically Digitizing their Services Platforms and introducing products for Qualitative Healthcare

Keeping its pace with the changing trends in the Healthcare industry, WorkSure also provides its services like content management, medical information management, medical knowledge integration and training in the digital format. Additionally, the company provides online resources like patient edu-

cation material and guidelines and the likes, for continuous medical education (CME) for physicians, support staff & also for general population. WorkSure takes pride in its Digital Platform that serves as knowledge reservoirs of education and interaction, to healthcare industries, doctors and patients/public. Apart from WorkSure's MIS management software and KOL digital interaction platforms, the company also provides Digital Marketing Platforms for products (Drugs/ Devices) promotion in the Digital space.

"Our products for evidence-based qualitative healthcare and clinical decision support give chance to practitioners to make decisions at every level and treat patients to the best of their abilities. They also integrate medical knowledge with specific patient data to generate case-specific advice and help reduce medical errors," says Ankit.

Medical Affairs, Writing and Research boosting Indirect Patient Care segment

WorkSure's in-house team of seasoned medical doctors, are well versed to holistically comprehend the science behind a medical device or pharmaceutical or a nutraceutical product. They ensure the authenticity of the Medical Writing Projects via their qualified team who diligently select data, eliminate the superfluous and carefully assemble the facts to meet the target audiences' expectation. The team assesses the product's risk/ benefit ratio by considering multiple therapeutic areas and comprehensively analyzing the clinical value, after which a conclusion is arrived at.

WorkSure's Medical Affairs Department undergoes rigorous training to stay abreast of the changing compliance laws. Furthermore, the department is capable of efficaciously facilitating legal compliant communications and interactions between life science companies and health care professionals. Moreover, the company ensures excellent job enrichment through multiple projects, cross department interactions, national and international conferences and regular discussion forms.

The 2009 established company envisions being a fully enabled self-sustained Medical Service KPO, with a global presence. Having worked with several international projects, WorkSure is quite aware of how the system works and has their unwavering focus on expanding their product and service line in the CDM and PV sectors, Digital Marketing, Medical Affairs and Medical Education sectors. CR