

**Pharmaceutical**

Alternatives partnered with a global pharmaceutical client to evaluate opportunities in the diagnostics space, with a specific focus on digital marketing



Sector	Scope	Duration
Diagnostics	Phone Consultations	60 mins

**Overview**

Alternatives leveraged its network of healthcare experts to identify senior professionals with direct experience in the diagnostic space, particularly those who have led digital initiatives.

This experts brought strong expertise in digital marketing, customer acquisition, and lead conversion, offering valuable perspectives on how diagnostic providers scale their reach

**Alternatives partnered with the client to boost marketing effectiveness and accelerate patient acquisition in diagnostics**

**Expert profiles showcased (All Formers)**

Head- Digital Marketing	Dr. Lal Pathlabs
Head of Growth Marketing	Tata 1mg
Head of Marketing	Dr. Reddy's Labs
Head Performance Marketing	Redcliffe Labs