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Digital Campaign Highlights Need For Affordable Medicines During Coronavirus Pandemic

The video highlights the fact that no matter what, medications are essential and something needs to be done about the issue.

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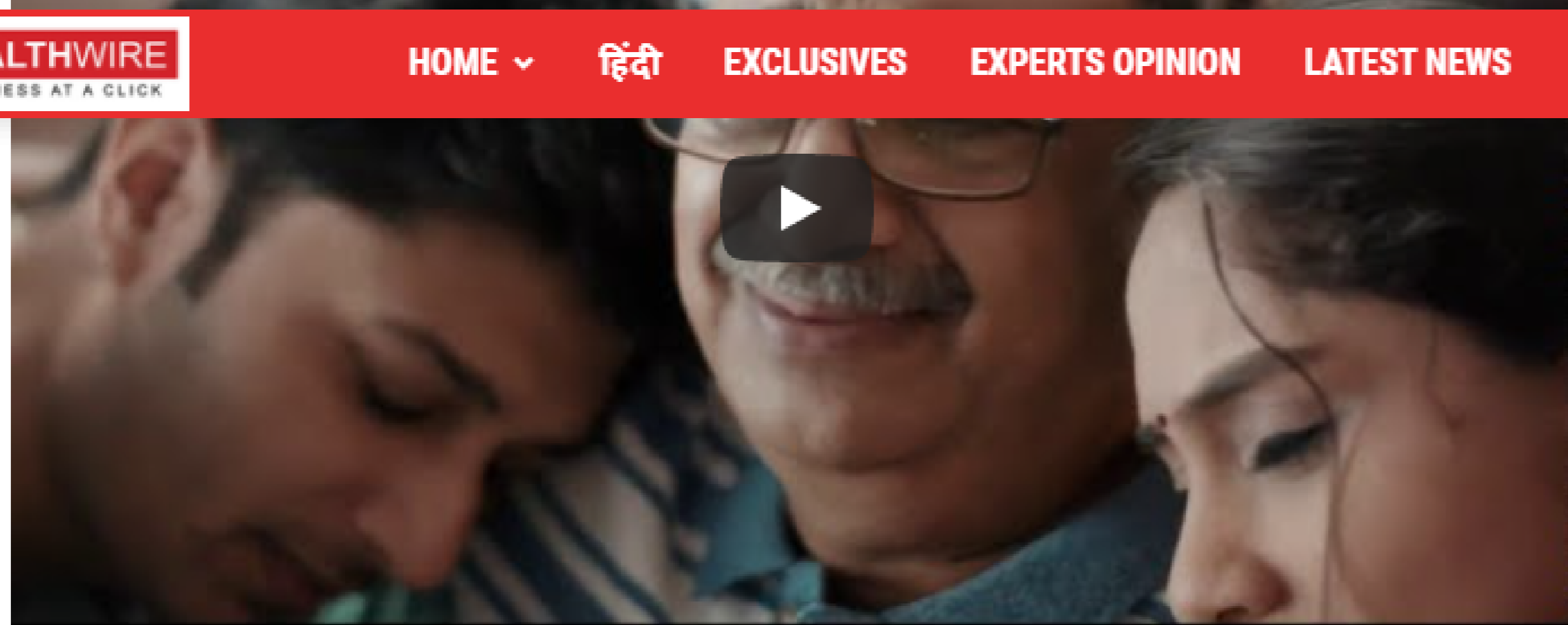
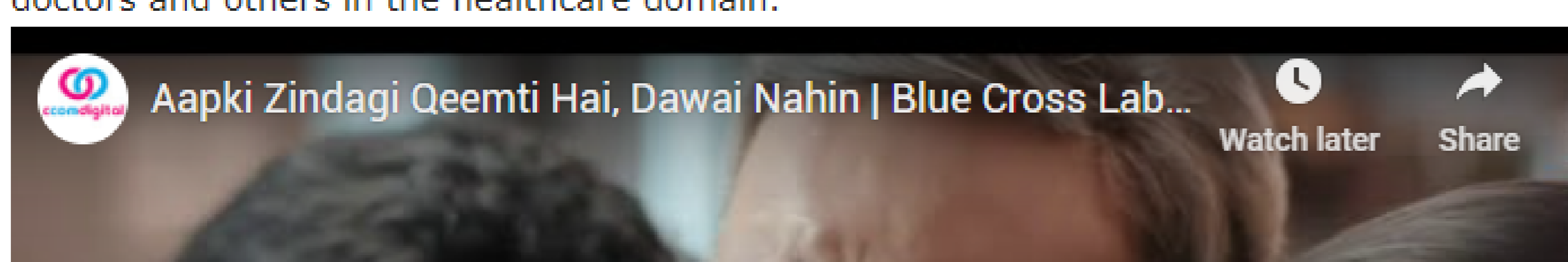


The coronavirus pandemic has impacted almost every person on the globe but the most affected are the people with health complications. The pandemic has impacted jobs and salaries of lakhs and people with heart disease and diabetes are avoiding buying their medicines because they are often expensive. C Com Digital recently came up with a hard-

cored video to raise awareness about the issue. The campaign was created to encourage doctors and explore alternatives.

The campaign undertaken by Blue Cross used feedback from the market by various medical representatives. The video shows how a father is ready to forego his important diabetes & heart medicines for his son who is working from home on a lesser pay due to the coronavirus. The video highlights the fact that no matter what, medications are essential and something needs to be done about the issue.

Speaking about this, Chandan Bhagwe, Founder, C Com Digital, said, "These are difficult times for the entire world and among many pressing issues, the major one perhaps is healthcare and access to it. People are undergoing a lot of financial stress as well and this has a direct bearing on their health. Many with health comorbidities are not buying medications due to their high cost, which can adversely affect their health. This campaign was an attempt to highlight this important issue and help people understand that with Blue Cross, they can get their medicines at a comparatively lesser price, without the need to forego them and harm their health. It was also intended as an awareness campaign for doctors and others in the healthcare domain."



Blue Cross has also reached out to several doctors and through their efforts trying to encourage them to think about exploring alternatives to resolve the issue. Through them and medical representatives, word gradually spread about the availability of cheaper medicines from Blue Cross – at almost 60 per cent lesser cost. The campaign was a genuine effort to empower people in these tough times.

The video has been received extremely well and the noble initiative has also been lauded by many people for bringing out the messaging in a subtle yet impactful manner.

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