

CASE STUDY

JB NEXT – A Smart Step Toward Smarter Doctors

Overview

JB NEXT is a comprehensive digital platform developed by JB Pharma to support NEXT generation doctors. With loads of content available but scattered, JB made the initiative to collate it for easy access and learn on JB NEXT as application. With regular promotion through field teams, conference presence the app made mark and garnered more than 10,000 doctors downloading and learn and enjoy clinical & beyond clinical knowledge. It serves as a one-stop resource hub, integrating medical, medico-legal, cyber security and digital learning content.

Key Outcome and Impact

- 10,000+ doctors onboarded with zero marketing spend
- 250+ curated content pieces across specialties
- 75+ medical algorithms, 50+ calculators, and 200+ ready-to-use slide decks
- WhatsApp bot with AI tools, drug interaction checkers, and real-time updates
- Average session time: 14–15 minutes showcasing deep engagement

<https://jbnnext.page.link/app>

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Conclusion

Unlike typical medical apps, JB NEXT blends core medical knowledge with non-clinical skill building, medico-legal education, digital presence training, and even wellness content making it truly "medicine and more." JB NEXT has empowered doctors to grow professionally, legally, and digitally with resources often overlooked in traditional medical education. The same also received award at the 15th Elets Healthcare innovation award summit. As leading mobile health application.