

To Study Doctors Perception Towards Human
Healthcare Executives at Kolkata

By

Parth Sarthy

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

To Study Doctors Perception Towards Human
Healthcare Executives at Kolkata

By

Parth Sarthy

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019

Eisai Pharmaceutical India Pvt. Ltd. (EIL), Mumbai



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

TO WHOMSOEVER MAY CONCERN

This is to certify that **Parth Sarthy** student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **Eisai Pharmaceutical India Pvt Ltd** from 11th Feb 2019 to 10th May 2019.

The Candidate has successfully carried out the study on **Doctors perception towards Human healthcare executives** assigned to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.

A handwritten signature in black ink, appearing to read 'Sandeep'.

Dr Sandeep Narula
Dean, School of Pharmaceutical Management
The IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Abhishek'.

Dr. Abhishek Dadhich
Assistant Professor
The IIHMR University, Jaipur



**Eisai Pharmaceuticals India
Private Limited**

CIN - U24232AP2007PTC053247
6th Floor, A Wing, Marwah Centre, Near Piknik Restaurant,
Krishanlal Marwah Marg, Andheri (East), Mumbai - 400 072.
Tel.: (91-22) - 4075 1311
Website : www.eisai.co.in

May 04, 2019

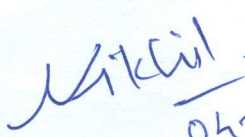
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Parth Sarthy** student of the IIHMR University (2017- 2019 batch) has completed his dissertation with us from 11th February 2019 to 10th May 2019. He undertook "**To Study the Doctors Expectations from Human Healthcare Executives**" as his dissertation project & successfully completed the requirement of the project.

He comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish him the very best for his future endeavors.

Yours faithfully,
For Eisai Pharmaceuticals India Pvt. Ltd.,


04-05-2019
Authorized Signatory,
Human Resources

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **"Doctors Perception towards Human Healthcare Executives"** and submitted by **Parth Sarthy** Enrollment No **IIHMR-U/02/2017-19/0106** under the supervision of **Dr. Abhishek Dadhich** for award of MBA in Pharmaceutical Management of the University carried out during the period from **11th February 2019 to 10th May 2019** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature 18/5/19

TABLE OF CONTENT

PREFACE.....	3
ACKNOWLEDGEMENT.....	4
PURPOSE OF DISSERTATION.....	5
COMPANY PROFILE.....	6-7
PRODUCTS.....	8
ABSTRACT.....	9
INTRODUCTION.....	10-13
LITERATURE REVIEW.....	14-16
RESEARCH METHODOLOGY.....	17-18
FINDINGS & INTERPRETATION.....	19-29
SUGGESTIONS.....	30
LIMITATIONS.....	31
CONCLUSION.....	32
ANNEXURE.....	33
REFERENCES.....	34

Preface

Any information is incomplete while not first-hand expertise regarding it. Within the health sector particularly entering into to rub of the items is very essential as its issues square measure complicated and deep unmoving. To manage the issues within the health sector MBA student of pharmaceutical management need to grasp the functioning of the various organizations be it non-public or public, for this purpose thesis of three months is scheduled penned to second year.

For the aim of thesis, Im glad that I got chance to figure below EISAI INDIA LIMITED as I assumed I might get to grasp the functioning of sales department that equipped the promoting team the way to tackle their customers.

In the EISAI INDIA LIMITED complete discretion was given to Pine Tree State for opting of field of our option to study upon and that I opted for the doctor's expectation from human healthcare executives.

Acknowledgment

I would love to specific my sincere feeling towards **EISAI INDIA LIMITED** for choosing me as a management trainee and giving me a chance to figure on this project and conjointly for providing an honest operating atmosphere for productive completion of this project.

I would conjointly prefer to categorical my sincere feeling towards my college guide **Dr. Abhishek Dadhich** for serving to me in my project. His steering and teaching has been of a good facilitate throughout my project.

Finally Id prefer to categorical special word of feeling towards **Mr.AnustupSaha (Zonal Manager)** of Eisai INDIA LIMITED while not his steering it wouldnt are potential on behalf of me to seem in to niche opportunities in my project.

Last however not the least; Id prefer to categorical my sincere because of my Institute IIHMR for providing ME all quite support in my treatise project at Eisai Asian country restricted.

Parth Sarthy

Management Trainee- CNS

Eisai India Limited

Mumbai

Purpose of Dissertation

Dissertation is associate integral a part of the masters degree course of study. As a district of the course, students of Second year space uncaused in grips at any supposed organization to induce thorough exposure of various departments at intervals the organization and better understanding of the health offer system and its functions.

The major objectives of the summer program unit of measurement as follows:

- To higher understand this health delivery system in conjunction with public and personal sectors.
- To watch the implementation of various national health components at national/state/district levels.
- To understand varied functions of health system by interactions with key stakeholders, policy makers, program managers, academicians and researchers.

To work on the project/task assigned bysummer employment organization.

Company Profile

Eisai India Limited was incorporated in Gregorian calendar month 2004, with registered workplace at city. Eisai Co., Ltd was the primary Japanese company to possess a 100 percent subsidiary in Indian pharmaceutical market.

Eisai Asian country product portfolio includes prescription medicines in many therapeutic areas like central systemnervous disorders, pathological process carcinoma, benign prostrate dysplasia , symptom, vertigo, channel disorders, polygenic disease and peripheral pathology.

Eisai Asian country features a dedicated team of well-trained a hundred sixty five field force across the country beneath varied specialties. we tend to ceaselessly work with Medical Doctors and also the aid professionals in Asian country to make sure that they need updated data on our merchandise so they will order the most effective merchandise for the health care wants of their patients.

Eisai India integrated producing and analysis advanced at Visakhapatnam (Vizag), province stimulates information creation between groups – from people who produce merchandise through analysis, to people who turn out - by transfer them along on one web site with all the required support functions.

Eisai India's Vizag facility manufactures Drug Substances (Active Pharmaceutical Ingredients-APIs), Drug merchandise (Oral solid indefinite quantity forms-Tablets) and carries out biological process analysis of Active Pharmaceutical Ingredients (APIs).This facility is registered as a pharmaceutical manufacturer at restrictive agencies viz USFDA, PMDA, MHRA and United Nations agency. analysis labs at Vizag facility square measure recognized by the Department of scientific and industrial analysis (DSIR). Facility additionally received the Certification of ISO 14001:2004 for setting management system (EMS) from TUV SUD.

Eisais s company philosophy and mission is anchored on the human healthcare executives thought. human healthcare executives stands for human health care (human healthcare executives) which suggests all Eisai staff ought to provide their initial thoughts to patients and their relatives in human health care (human healthcare executives). In Eisai Asian country, we tend to also are committed to measure by the human healthcare executives mission and attempt to try to to this by guaranteeing continuous offer of Eisais quality merchandise to patients in Asian country, United Nations agency want these merchandise to meet their health care wants and maintain quality of life.

Products

Eisai is Human health care (human healthcare executives) firms that ask for to find and develop innovative therapies which will facilitate satisfy unmet medical wants and contribute to the health and well-being of individuals worldwide. Our human healthcare executives mission implies that we tend to regard patients and their families because the most vital participants within the health care method and that we square measure dedicated to serving to improve their lives.

As the Indian pharmaceutical subsidiary of Tokyo-based Eisai Co., Ltd., our key square measures of business focus are neurology, medicine and metabolic diseases.

In its product basket, it has-

- Aricep 5
- Aricep ten
- Aricep twenty three SR
- Aricep- M
- Aricep- M Forte
- Eprisan
- Eprisan SR
- Eprisan DSR
- Quicobal
- Zonegran
- Merislon six MG
- Merislon twelve MG

- Fycompa

Abstract

The aim of present study was to know to the effectiveness of personal selling in perception of doctors. A self-administered questionnaire was distributed to 100 doctors. Both open end and close end questions were included in the questionnaire. Results obtained from the study were informative.

Doctors find the services rendered by medical representative useful. Today, providing information on price and discounts and availability of drugs are most important services rendered by human healthcare executives. So it was concluded from the study that many doctors are price sensitive today and want drugs at less price for their patients

Key Words: Personal selling, Perception, Human Healthcare Executives

Objective

1. To find out the pharmaceutical personal selling perception among doctors.
2. To find out exactly what doctors expect from human healthcare executives.

Methodology

Study Design:

Descriptive study in which observational study was done to defined as a method of viewing and recording the participants.

Sampling:

Non-probability convenience sampling

Sample Size:

100

Sample area:

South Kolkata

Type of Questionnaire: Semi-Structured

Type of Questions: Closed and Open ended

Tools Used for data analysis: MS-Excel

Data Collection:

Primary- Primary data has been collected by the means of questionnaire.

Secondary- The secondary data involved in this project has been gathered from the medical journals, literatures and internet.

Study duration:

11th Feb to 10th May 2019

Introduction

Marketing and merchandising are necessary functions of any business. The American Marketing Association defines Marketing as: Marketing is an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stake holders.

It is tough for several to believe, however in comparison to political economy, production and operations, accounting and different business areas, promoting could be a comparatively young discipline having emerged within the early decennary. Sensible promoting could be a results of careful coming up with and execution. Promoting practices are endlessly being refined and reformed in just about all industries, together with the pharmaceutical business, to extend the possibilities of success. However promoting excellence remains rare and troublesome to attain. As we have a tendency to return to the history of pharmaceutical promoting, it reveals that the primary pharmaceutical sales representative seem on the scene in decennary within the u. s.. sadly there's no solid proof to indicate once and the way the pharmaceutical sales representatives appeared within the Indian pharmaceutical market.

Sales representatives in pharmaceutical promoting are referred to as Medical representative or human healthcare executives. They promote the corporate product to the client that's physicians. Promotion could be a technique utilized to inform the shoppers regarding product, place and worth. Promotion has 2 basic elements

- 1) To give data regarding product
- 2) To persuade potential customers.

Selling could also be outlined because the method of analyzing potential customer's wants and needs, and aiding them in discovering however such wants and needs will best be glad by the acquisition of a specific product, services or plan. The main target of merchandising therefore is on the wants and needs of shoppers instead of on the options of a product.

Human healthcare executives must perform four crucial tasks. Even a small improvement of in effectiveness of anyone of those can cause a big increase in results. These four crucial tasks are:-

1. Detailing
2. Monitoring

3. Sampling

3. Retailing (retail booking)

Detailing is singularly the foremost necessary task that Associate in nursinghumanhealthcare executives must perform. Ethically speaking, effective particularization with the assistance of a correct visual aid is that the solely thanks to increase prescription generation.

It is claimed that the pharmaceutical firms usually use effective ways of influence together with dishonorable logic. Promotion will influence prescribers over we have a tendency to thought potential.

Frequent exposure to promotion correlates with dearer, less applicable prescribing.

As we all know, personal merchandising could be a crucial determinant issue of success in pharmaceutical promoting. Until date nothing has replaced the profession of non-public merchandising in pharmaceutical business and in different industries too. The human healthcare executives play a essential role within the development and property of the business through the merchandising of product and services. Human care executives are trained in ancient ways that and since of this they're doing particularization in tradition-always. However expectations of doctors are modified over a amount of your time. Pharmaceutical firms pay large quantity and time for such promotional activities; thus its essential to understand what doctors are presently expecting from human healthcare executives in order that cash of company and efforts of human healthcareexecutiveswon't go waste. This was allotted to investigate the perception of doctors towards human healthcare executives in city, India. The subsequent objectives were framed to check.

Pharmaceutical promoting methods and ways

Most pharmaceutical firms face several challenges once its time to plug their product. The pharmaceutical business is very regulated, associate in Nursing its additionally an business that is understood for attracting proceedings attorneys trying to find false claims. There ar a good vary of varied pharmaceutical promoting methods you're able to make a choice from so as to draw in the eye of prescribing physicians. Keep in mind that promoting is that the set of activities related to making worth for society at massive.

Strategy 1. Don't Neglect Your Social Media Presence

Remember that content is crucial for attracting the eye of your prospects. Content is what drives engagements: confirm that you simply strike the correct balance between being too promotional and business enterprise content that the viewer desires to check. United of the newer pharmaceutical promoting ways to be employed by drug makers, social media is commonly wont to get attention on-line. As a result of several physicians use social media to plug their practices, there's a high likelihood they'll be checking social media. Patients additionally get data on-line regarding treatments for his or her health conditions, thus take care to handle each audiences in your drugs social media campaigns.

Strategy 2. take care to make Relationships

Having sensible relationships with physicians could be a key side of being a prospering pharmaceutical seller. The rationale is that physicians wish to impose pharmaceutical product from sales reps that they understand and trust. Physicians feel a way of responsibility to their patients.

Strategy 3. Free Samples

Physicians whom receive free samples of the merchandise are a lot of seemingly to impose it. The rationale is that they're able to hand these out on to their patients, whom are able to attempt your product for gratis while not risk. This can be one in every of the a lot of ancient ways of drug company promoting, and its quite effective in having the ability to achieve an outsized range of individuals. This may walk a fine line between ethics, as several health care networks ban doctors from taking samples. Whereas effective, it pays to try to this in an exceedingly accountable manner thus your name doesn't get question.

Strategy 4. Victimization Technology

Physicians tend to be early adopters of latest technologies. Care could be a profession which needs folks to repeatedly update their ways that of doing business and their technology practices. Physicians were the primary to use PDAs once they came out a few years past, followed by Smartphone and tablets. Pharmaceutical reps have forever wished to pay time with physicians in the flesh; however several have set that with new technology there are different ways that of interacting with doctors.

Strategy 5. Have Quality web site Content

Make certain that the drugs web site has all of the content that a prescribing MD or a patient would want. It ought to make a case for the advantages of the drug, suggested dosages, clinical test information, safety, risks, and more. The positioning ought to be simple to navigate, and you must even have a system in situ for capturing a person's email address. The web site is that the primary client communication tool for the drug, thus it ought to be an honest landing page for patrons.

Strategy 6. Break the foundations with Guerrilla Marketing

It forever pays to suppose creatively after you are gazing your promoting ways. Guerrilla promoting happens in sudden ways that. Sometimes, a drug company promoting skilled may directly target their competitors in some sudden approach. Several firms see this as being a good technique for having the ability to square out from the gang. This can be additionally one in every of the lot of risky sorts of drug company promoting as a result of your difficult the norms.

Strategy 7. Connect With Customers Emotionally

One plan for reaching new shoppers as a pharmaceutical promoting firm is to form a significant expertise that connects with customers showing emotion. If you're performing on campaigns for Associate in nursing medicinal drug, you'll wish to accept employing a mobile app campaign that encourages folks to share their feelings. This may need a bit little bit of

B2C reach, however the reality is that you simply are able to reach a lot of folks.

Strategy 8. Reach Physicians through on-line Communities

One usually unnoticed plan of action is to achieve physicians via on-line communities. As results of physicians are early adopters of technology, they're forever trying to find new ways that to attach with different professionals. These communities are the proper place to achieve these physicians directly. you'll be able to have conversations with physicians and patients alike to find out a lot of regarding what they're trying to listen to.

Strategy 9. Produce Visual Aids for Physicians

Remember that there's worth in having visual aids for physicians to use in their offices. If you've got a beautiful academic poster, you may be able to have one thing useful that you simply will gift to physicians offices. Potential customers can see the worth that you simply will give and can wish to attach with you.

Strategy 10. Participate in Conferences and Events

Physicians forever wish to find out a lot of regarding their profession. One place wherever you'll be able to reach these people is at an expert conference. This can be a good likelihood for you to move with physicians directly and acquire feedback. With feedback, you'll be able to tune your promoting message to be a lot of fascinating by Associate in nursing audience of physicians.

If your drug isn't obtaining the eye that it deserves, it profits you to require a glance in the slightest degree of the varied pharmaceutical promoting methods that are on the market to you. The rationale why you may not achieve success is that you simply are victimization the incorrect techniques.

Changing the combination of pharmaceutical promoting ways could be a wise plan from time to time. you may be relying too heavily on meeting with the physicians, however the physicians may be too busy to speak with reps. Instead, you may wish to achieve bent on those self same folks through less-intrusive suggests that like with social media or Associate in Nursing email write up.

Examine however Well Your Pharmaceutical promoting Techniques are working Remember that any a part of the foremost prospering pharmaceutical promoting methods is taking a really shut inspect your numbers. Ultimately, you must be making as several prescribing physicians as potential. Pursuit your results ensure that you simply are responsive to however well your promoting strategy works or don't work. Sometimes, it doesn't matter what Pharmaceutical promoting ways you're victimization, however well you doing what you presently do.

Always keep in mind that there are many alternative pharmaceutical promoting methods that you simply will make a choice from. If at any time the pharmaceutical promoting ways you selected aren't operating, it's going to be time to maneuver on to one thing else. As always, the key to a prospering pharmaceutical promoting campaign is being consistent in your complete message and image. With consistency, you're able to come through plenty a lot of along with your complete than you have within the past.

Literature Review

Avinash R. Patwardhan, MD “**Physicians-Pharmaceutical Sales Representatives Interactions and Conflict of Interest: Challenges and Solutions**” within the Journal of Health Care of Volume 53: 1-5 in year 2016 explicit that-

The perception and attitudes of the physicians show that principally physicians deny that they get influenced by the promotional pitches of the Master of Education reps though there's proof that physicians admit that they get influenced. Paradoxically, several physicians believe that their peers get influenced by the promoting themselves area unit proof against it. Yet, studies have shown that a lot of physicians area unit unable to pick out between promotional proof and scientific proof. Psychology theories have tried to elucidate this development. Sah and Fugh-Berman have nicely elucidated however physicians simply believe biased info and suffer from psychological feature dissonance, selfish biases, and a way of title.

From article of “**Medismo technology of pharmaceutical company SFE Academy**” it's explicit that -

Human care executives within the care business area unit expected to manage their territories as if they were running their own business. That's the terribly reason prime performing arts human healthcare executives has entrepreneurial mentality. To achieve success in their sales territory its vital to understand that customers drive a lot of business, what their buying vogue is; in order that you'll match your marketing vogue thereto, have a investment budget, and conjointly manage your daily and weekly decision schedule either by yourself or operating along with your team to implement the general territory business plans.

One major goal of associate human healthcare executives is to be seen as a valued advisor by Doctors. These conversations enable human healthcare executives to become a valuable resource for his or her customers. Being a resource, or a trusty adviser, permits them to realize new levels of access and sales growth for his or her product. Reps still have to be compelled to describe new choices and supply a lot of education throughout a majority of their calls, however understanding their customers desired outcomes permits them to differentiate themselves by transportation considerably adscititious worth to the table.

Doctors generally have terribly full day schedules, with no direct access (mostly accessible through associate workplace manager or receptionist) and that they might oft have to be compelled to schedule appointments thanks to medical emergencies. that creates face to face conferences rare and precious after you get an opportunity to own one.

Neeti Kasliwal & Ispita Bansal, in their analysis paper on **“Influence of Pharmaceutical Promotional Tools on Doctors prescribing behavior: associate alpha Study, in Indian Journal of selling”**, Aug 2013, have known bound factors that influences the prescribing behavior of Doctors. These factors are unit mister Rapport, mister temperament attribute, mister Product data, free drug samples, Leaflets, book distribution, CME / tutorial sponsorships, new drug info from mister and new drug info from colleagues. However they more mentioned that the impact of those promotional tools might vary from Doctors to Doctors relying on their specialty of apply, their age bracket, years of labor expertise, and employment standing of Doctors.

Irfan Inamdar & Malhar Kolhatkar through their analysis article on **“Doctors expectations from pharmaceutical companies: which can influence their prescription behavior”** within the International Journal of Business and Management Tomorrow 2012, have suggested four vital factors to be thought of by the pharmaceutical firms for planning effective promoting ways for prescription primarily based medicines; these are -Knowledge change support, like CME, Journals, updates & Conference, Scientific info updates support, like product info. Promotional Inputs like Gifts, complete reminders & samples, Reputation of Company, i.e. company image or commonplace.

Research gap

The physicians' main reasons stated for allowing medical representatives' visits are the social contacts and mutual benefits they will gain from these representatives. They also emphasized that the meeting with representatives provides educational and scientific benefits. A few physicians stated that the main reasons behind refusing the meeting with medical representatives were lack of conviction about the product and obligation to prescribe medicine from the representative company. Most of the physicians believed that they were under marketing pressure to prescribe certain medicines. Although physicians are aware that the medical representatives could influence their prescribing decision, they welcome representatives to visit them and consider receiving free samples, gifts and various kinds of support as a normal practice

Research Methodology

Objective

1. To find out the effectiveness of personal selling in perception of doctors.
2. To find out exactly what doctors expect from human healthcare executives.

Methodology

Study Design:

Descriptive study in which observational study was done to defined as a method of viewing and recording the participants.

Sampling:

Non-probability convenience sampling

Sample Size:

100

Responders:

Doctors: 100

Sample population:

Psychiatrist- 36
Orthopaedician- 14
Neuro Physician- 24
Neuro Surgeon- 1
Physician- 20
General Physician- 5

Sample area:

South Kolkata

Type of Questionnaire: Semi-Structured

Type of Questions: Closed and Open ended

Tools Used for data analysis: MS-Excel

Data Collection:

Primary- Primary data has been collected by the means of questionnaire.

Secondary- The secondary data involved in this project has been gathered from the medical journals,

literatures and internet

Study duration:

11th Feb to 10th May 2019

Data Presentation:

Graphs.

Data Analysis and Interpretation:

Analysis and interpretation of the data has been carried out to deduce the conclusions with the aid of appropriate statistical tools.

Findings and Interpretation

1: Human Healthcare Executives were useful for medical profession.

Variables	Number of responses
Yes	99
No	1
Total	100

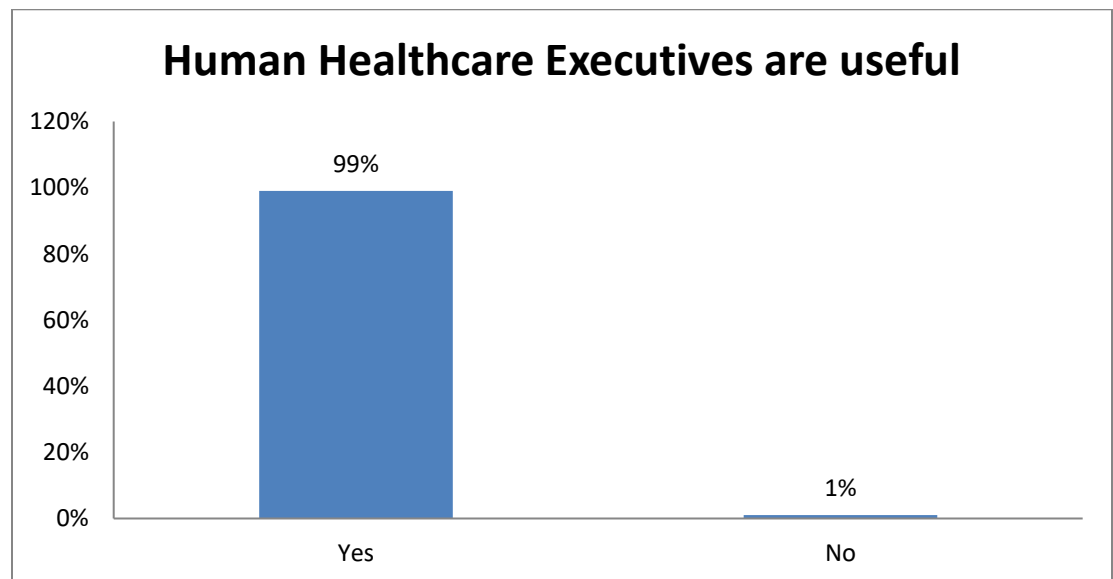


Fig:1- Human healthcare executives were useful

Interpretation

Survey indicated almost all (99.00%) of the respondents feel that representatives perform a useful service to them

Only one MD and one MS mentioned that human healthcare executives perform no useful service to them.

1 (a): Prescribers who responded yes

Variables	Number of reponses
Reponded to all	40
Price information	16
Discounts	6
Information about drug use	5
Information about availability of drug	3
Distribution of samples	2
Total	72

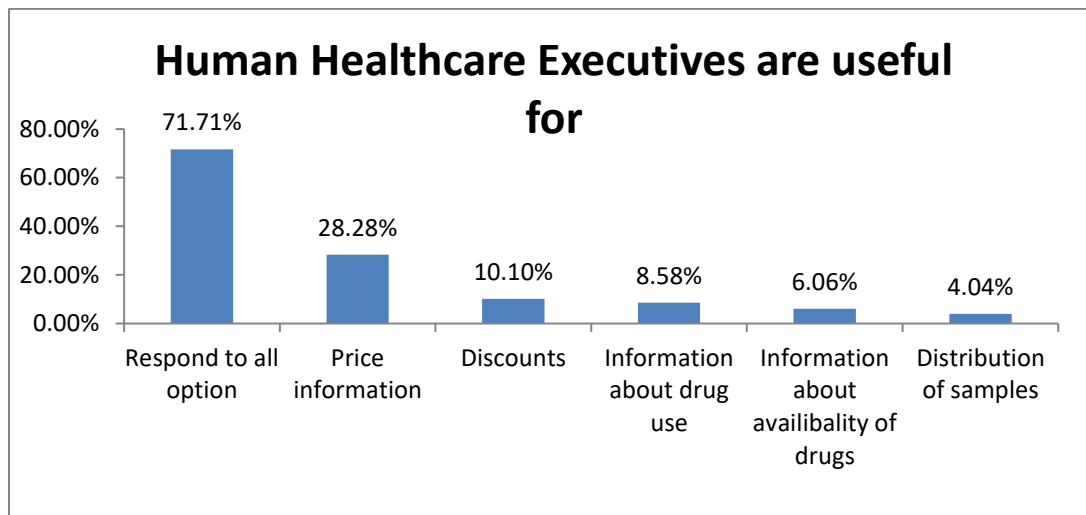


Fig:2- Human healthcare executives are useful for

Interpretation

71.71% respondents respond to all option. Among rest 28.28% price information and discounts got most response (10.10%), followed by information about drug use (8.58%), information about availability of drugs (6.06%) and at last distribution of samples (4.04%). Two respondents did not respond to any option.

Study revealed that point wise price information that means one point for every response, price information and discounts got most points and became first ranker followed by information about availability of drugs on second rank, information about drug use on third rank and providing samples got least points and attained fourth rank.

When asked why doctors need price information and discounts as priority majority of doctors told they wants drug at less price for their patients because if patients will get medicines at lower price than they are more likely to come to the same doctor.

So it was concluded from the study that many doctors are price sensitive today and want drugs at less price for their patients.

2: Prescribers meet with human healthcare executives in a day

Variables	Number of responses
6-10/day	87
More than 10	4
Less than 5 per day	9
Total	100

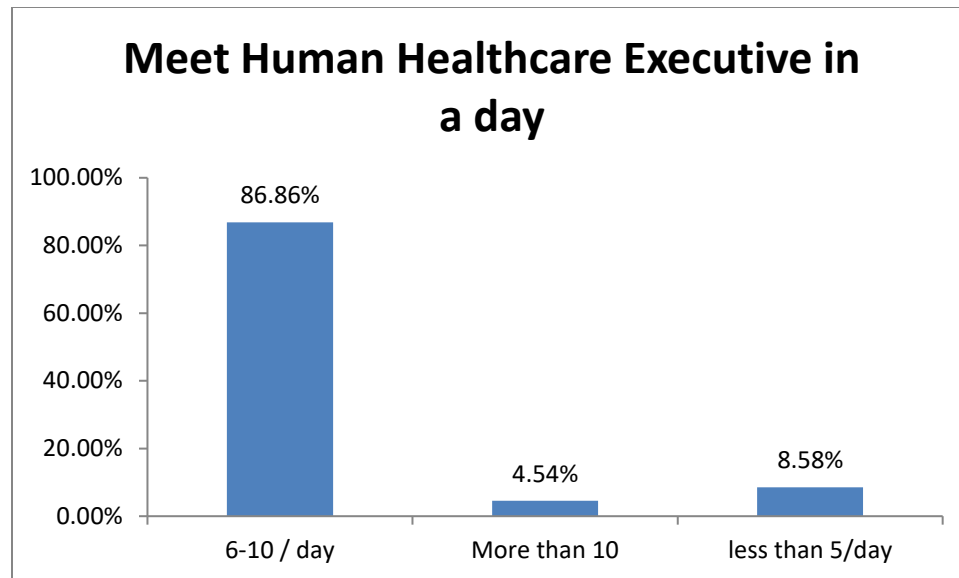


Fig:3- Human healthcare executives meet in a day

Interpretation

Most of the respondents (86.86%) said that they see 6 to 10 human healthcare executives daily. A small number (4.54%) said they see more than 10 human healthcare executives while 8.58% respondents said they see less than 5 human healthcare executives a day.

One MD and one MS told they are not entertaining human healthcare executives. It can be concluded with this survey that MD and MS have less time so many of them (actually well experienced doctors) have a tendency to see less than 5 human healthcare executives. Interview revealed that young doctors and students are more likely to entertain human healthcare executives than experienced doctors.

2(a): Ideal interval between visits of Human healthcare executives

Variables	Number of responses
11-20	69
More than 10	22
Less than 20	16
Total	99

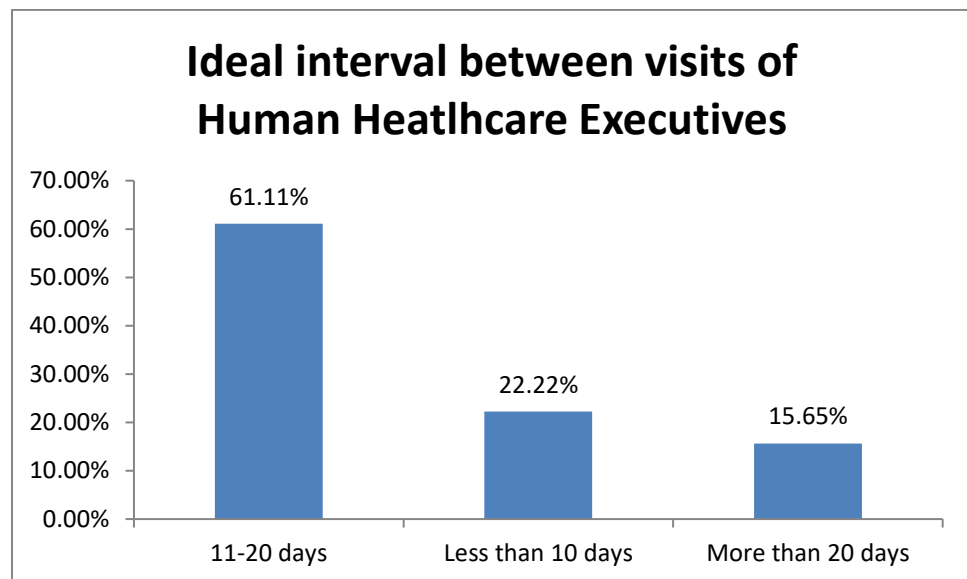


Fig:4- Ideal interval between visits

Interpretation

Majority of respondents (61.11%) said for them ideal interval is 21 to 30 days, a significant percentage of respondents (22.22%) said, less than 20 days is the ideal interval. Few respondents (15.65%) said that ideal interval should be more than 30 days. It was noted that majority of this 15.65% were experienced doctors having experience more than 10 years. It is also interesting to note that young less experienced doctors and students want to meet more human healthcare executives to enhance their knowledge.

3: Prescribers influenced by human healthcare executives

Variables	Number of responses
Very Little	53
Quite a bit	19
Very much	15
Not at all	16
Total	100

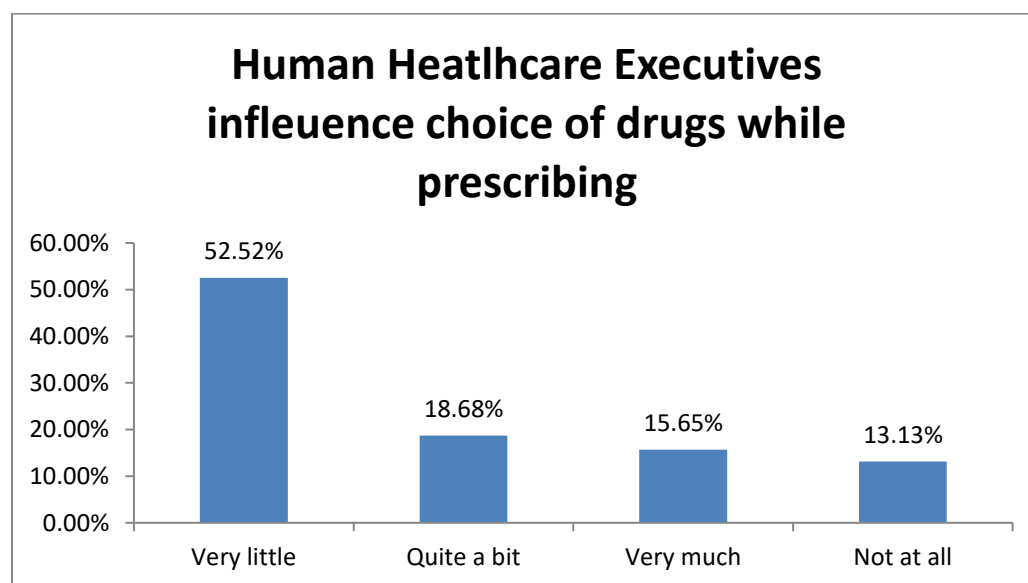


Fig:5 Prescribers influenced by hhc

Interpretation

More than half the number of respondents (52.52%) said that they are influenced very little by human healthcare executives in their choice of drugs in prescribing. 18.68% indicated Quite a bit, a smaller percentage (15.65%) mentioned Very much and 13.13 percentages of respondents were of the opinion that they are not at all influenced by the human healthcare executives.

It was observed from the survey that majority of well experienced doctors responded to very little and not at all. Young and new doctors are likely to be more influenced by human healthcare executives than old and experienced ones.

4: Qualifications of human healthcare executives

Variables	Number of reponses
Bachleor of pharmacy	65
Diploma of pharmacy	27
Scienece Gradutes	6
Otherb Gradutes	1
Total	100

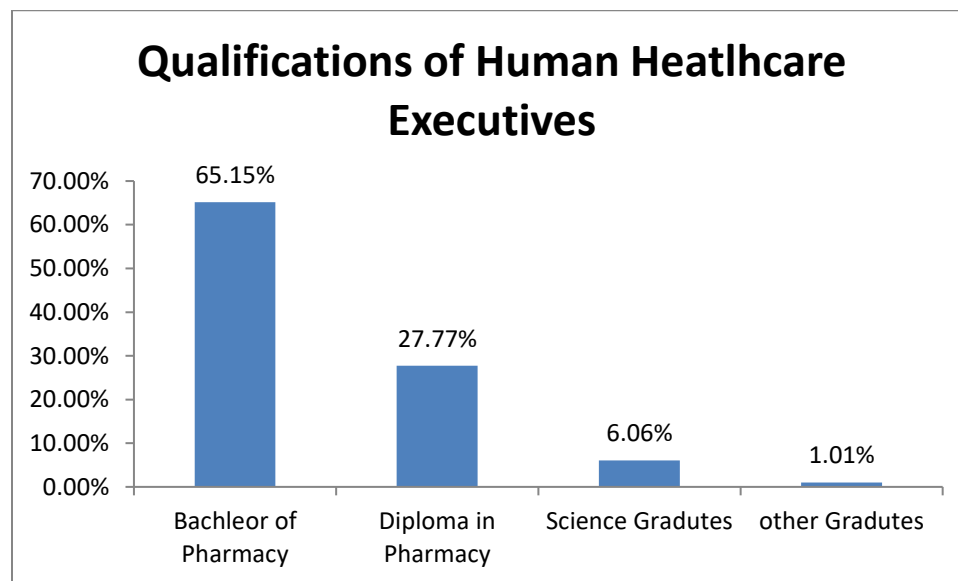


Fig:6- Qualifications of hhc

Interpretation

The most frequent answer was bachelor in pharmacy (65.15%). Next answer was diploma in pharmacy (27.77%), next comes science graduates (6.06%) and a insignificant percentage of respondents (1.01%) told that matriculation

should be the minimum qualification.

Author asked question to all of the respondents who responded to Bachelor in pharmacy that why they want B. Pharm as minimum qualification for human healthcare executives, few doctors told that it is a waste of time for them to meet human healthcare executives who do not have product knowledge, meeting them is just a formality but whenever they meets a human healthcare executives having B. Pharm degree it is easy for them to ask questions and get answers. When asked the human healthcare executives having diploma in pharmacy also can perform the same, majority were unconvinced by their knowledge levels and told that B. Pharm is extensive degree than D. pharm. While majority of respondents told that human healthcare executives with B. Pharm degree is far superior in knowledge than other degrees mentioned in questionnaire.”

So the study reveals that majority of doctors wants a human healthcare executives who is good at product Knowledge and can provide scientific information. That is why they think that human healthcare executives should have B. Pharm as their Minimum qualification.”

5: Prescribers asked about the qualities of a good human healthcare executives

The survey indicated that regularity has been considered as the most essential quality of a human healthcare executives followed by sincere in claims, brief detailing, good education, product knowledge, courtesy, personality and salesmanship in that order of preference.”

When asked that why majority of doctors considered regularity as most essential quality that human healthcare executives must possess, majority of doctors told regularity reflects the efforts of an human healthcare executives. They told regular human healthcare executives develop a relation with doctors which is not possible in case of Irregular human healthcare executives, regular human healthcare executives can bring answers to the questions raised by doctors quickly than irregular human

healthcare executives. Few doctors also told that regular human healthcare executives from many companies bring useful literature and samples for them regularly.”

So it was concluded from the above question that an human health care executives should be regular with sincerity in claims, should be quick with detailing and have good product knowledge.”

6: Prescribers think that medical literatures are useful to them

Variables	Number of reponses
Some what	34
Very Little	32
Very Much	22
None	11
Total	99

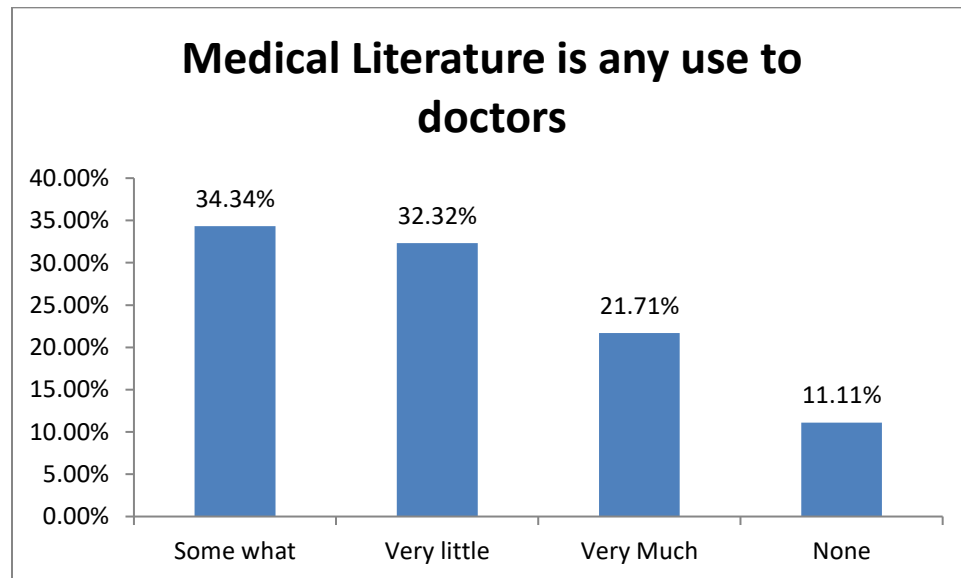


Fig:7- Medical literatures are useful

Interpretation

The most frequent answer (34.34%) was somewhat. The second most frequent answer was very little (32.32%), next comes very much (21.71%) and the last was none (11.11%).” It was noted that MBBS are more likely to use medical literature than MD and MS. Majority of MD (47.36%) and MS (57.89%) have opinion that medical

literature is of very little use to them and a significant percentage of both (21.06%) think that medical literature is of no use to them.”

It is derived from the study that majority of MD and MS owing to higher education are less receptive to information provided by medical literature. Experienced doctors also pay less attention to medical literature provided by human healthcare executives, actually when asked why few of them told they cannot depend on information provided by medical literature because the information in literature may be biased.”

6(a): Short comings of medical literature founded by Prescribers

Variables	Number of reponses
Too deatailed & time consuming	80
Misleading	14
Not infromative	3
Not interseting	2
Total	99

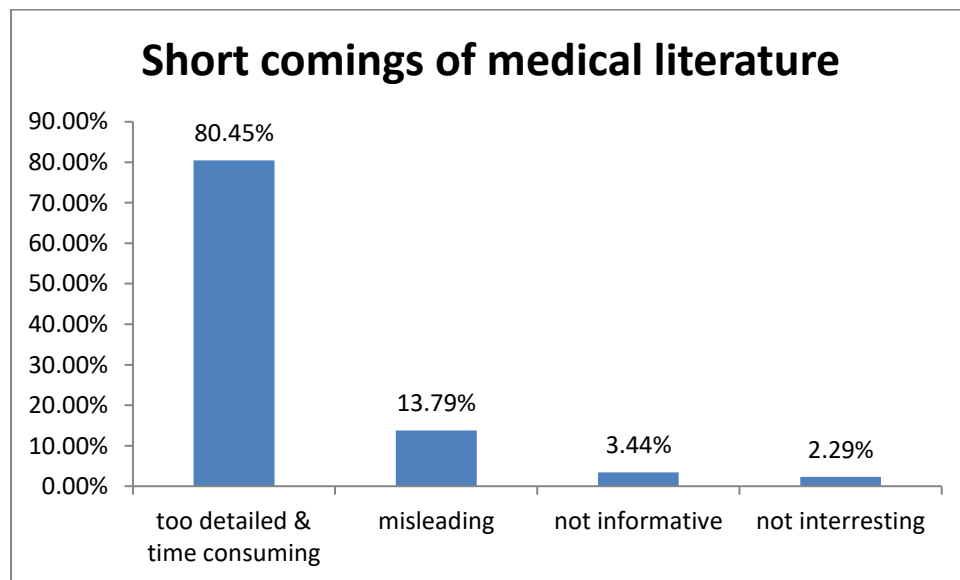


Fig:8- short comings of medical literature

Interpretation

Majority of them (80.45%) told that medical literature is too detailed and time consuming. 13.79% told that it is

, 3.44% of respondents think it is not informative only 2.29% of respondents think it is not interesting.

7: Prescribers founded that drug samples are useful

Variables	Number of reponses
Some extent	50
Very little	23
Very Much	16
none	10
Total	99

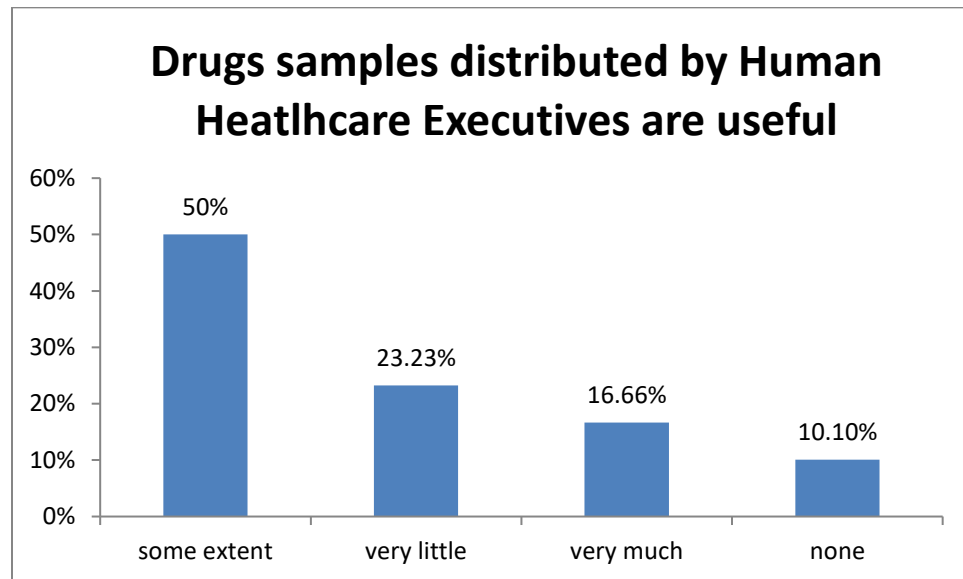


Fig:9- Drug samples are useful

Interpretation

Most frequent answer was to some extent (50%). The next most frequent (23.23%) answer was very little. A small percentage (16.66%) told very much and 10.10% respondents told none.” Study shows that drug samples distributed by human heatlhcare executives are useful to majority of doctors. Samples are more useful to doctors in village area to treat the patients.”

8: Prescribers benefited by drug samples

Variables	Number of reponses
For poor people	63
Remind of brand	17
Try & ensure potency of drugs	17
Total	97

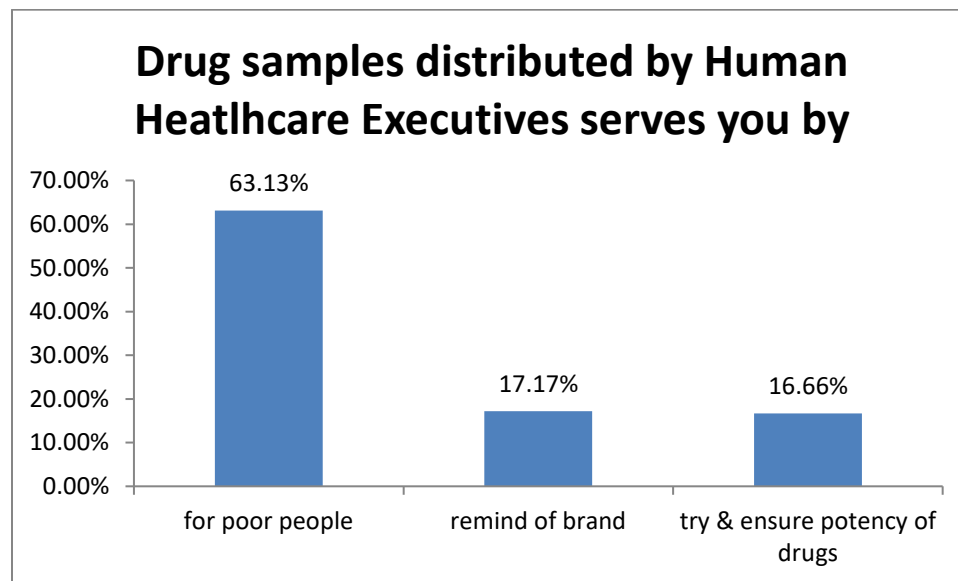


Fig:10- Prescribers benefited by drug samples

Interpretation

Most of the respondents (63.13%) told that they use samples for poor people, 17.17% respondents told samples Serve them to remind of brand. 16.66% respondents told that they use samples to try and ensure potency of drug. Very few respondents (3.03%) told that they use samples to try and ensure potency of brands.

9: Prescribers prefer human healthcare executives

Variables	Number of reponses
Prefer	55
Do not prefer	45
Total	100

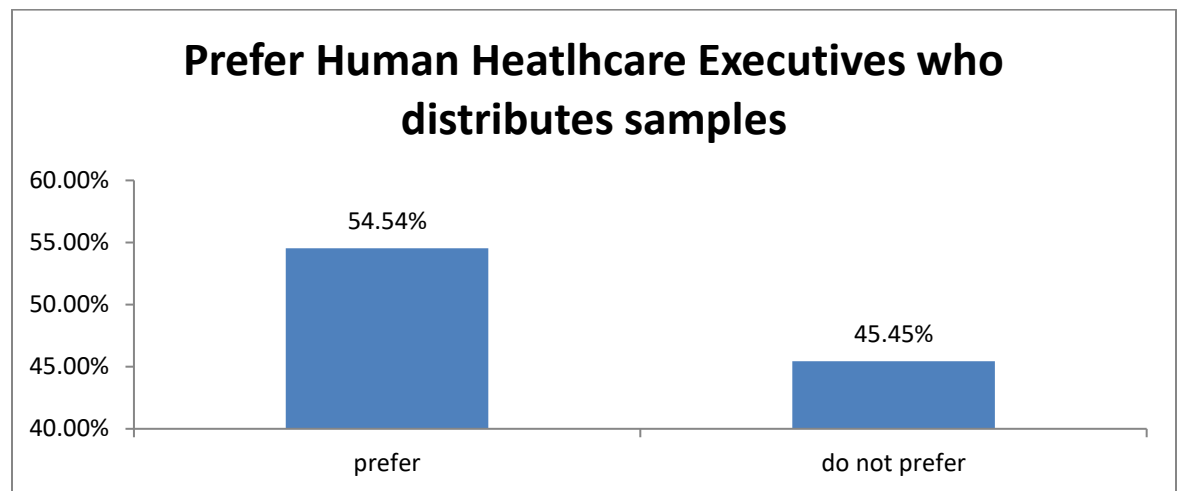


Fig:11- Prefer those who distributes samples

Interpretation

54.54% of respondents told they prefer human healthcare executives who distribute samples. 45.45% of respondents told they do not prefer human healthcare executives who distribute samples to them.

Few doctors told that they will prefer human healthcare executives if the start to provides samples for poor People for full course of therapy not only for few initial days. They told human healthcare executives are giving the samples in very less quantity so that if doctor wants to give the free medicines to poor people they have to give samples for few initial days and after giving samples of one company they cannot switch to another brand. Then poor patients have to purchase the drugs by their own.

10: Suggestions by prescribers

Not many respondents respond to this question because of time constraint. Some good answers were–

Human Healthcare Executives must at all times maintain a high standard of ethical conduct in profession. They must ensure that the frequency, timing and duration of calls on health professionals. Further human healthcare executives must observe the wishes of an individual health professional like human healthcare executives must be sensitive to a doctors workload and tailor visits accordingly; also they should ensure that an appropriate interval is maintained between visits and promptly follow up on all requests and queries of health professionals.

Discussions

From the study of Aviansh Patwardhan which was published in Physicians-Pharmaceutical Sales Representatives Interactions and Conflict of Interest: Challenges and Solutions earlier it was found that human healthcare executives were only for detailing and giving samples and engaging customers but from this study it is found that human healthcare executives are very useful for doctors as well for companies also, as they act as bridge between the drug manufactures and prescribers. They provide important like scientific insights to customers. It is also seen that internet emerges as new source of all queries but the information available there is reliable or not, still a question mark. human healthcare executives are important for price information, drug availability, discounts and many more activities like that.

From article of “Medismo technology of pharmaceutical company SFE Academy” it’s explicit that Few doctors want to entertain more than 10 human healthcare executives in a day. Majority of doctors told that ideal interval of visit should be 15 days. Majority of doctors are influenced very little when it comes for prescribing the drug which was detailed by human healthcare executives. human healthcare executives should be technically well sounded and must have science or medical background, concepts should be clear. human healthcare executives should be regular with sincerity in claims, should be quick with detailing and have good product knowledge. experienced doctors also pay less attention to medical literature provided by human healthcare executives because at some extent it is biased. drug samples distributed by human healthcare executives are useful to majority of doctors. samples are more useful to doctors in village area to treat

the patients. use samples to try and ensure potency of brands. few doctors told that they will prefer human healthcare executives if the start to provides samples for poor people for full course of therapy not only for few initial days. human healthcare executives must at all times maintain a high standard of ethical conduct in profession. they must en-sure that the frequency, timing and duration of calls on health professionals.

Conclusion:

Today, providing data on value and discounts and convenience of medicine area unit most vital services rendered by human healthcare executives. Therefore it had been ended from the study that several doctors area unit value sensitive nowadays and need medicine at less value for his or her patients. Study disclosed that young doctors and students area unit additional seemingly to entertain human healthcare executives than old doctors.

Further regularity is taken into account as most vital quality of human healthcare executives. Therefore it had been ended from the study that AN human healthcare executives ought to be regular with sincerity in claims, ought to be fast with particularization and have smart product data. Additionally doctors wish human healthcare executives having sound product data thats why most of them thought-about bachelor in pharmacy as minimum qualification. Majority of human healthcare executives operating within the field dont meet quality criteria by doctors. Overall this study might facilitate to extend the effectiveness of private merchandising by inform human healthcare executives towards right direction. To conclude, doctors notice the services rendered by human healthcare executives helpful

Annexure:

Question 1: Do you feel HUMAN HEALTHCARE EXECUTIVES are useful to the medical profession?

Question 1 (a): If no please write what are the alternatives to human healthcare executives, in your opinion?

Question 1 (b): If yes then why?

Question 2: Generally how many human healthcare executives you see in one day?

Question 2(a): What should be the interval between visits in your opinion?

Question 3: To what extent these human healthcare executives influence your choice of drugs in prescribing?

Question 4: In your opinion what should be the minimum qualification of human healthcare executives?

Question 5: In your opinion what should be the qualities of a good human healthcare executives?

Question 6: If little and not at all what are the shortcomings?

Question 7: Are the drug samples distributed by human healthcare executives are useful to you?

Question 8: In your opinion, how do drug samples distributed by human healthcare executives serve you?

Question 9: Do you prefer human healthcare executives who distributes samples to you?

Question 10: Would you like to give suggestions as to how the services of human healthcare executives can be made

more useful to you?

References:

1. Marketing management Twelfth edition, Pearson Edition Kotler P, Keller K.L,
2. What is marketing [internet].2011 [Cited 2011 Dec 2]. Access from <http://www.knowthis.com/tutorials/prin>
3. Peterson, Arthur F., The Professional Service Pharmacist, Journal of the American Pharmaceutical Association, April 1949, Page
4. Impact of drug promotion on doctors -They become biased and do what drug-makers tell them to do [internet]. 2011 [cited 2004 Aug 22]. Available from <http://apps.who.int/medicinedocs/en/d/Js8109e/9.html>
5. Subba Rao S. V. R., Handbook of Pharmaceutical Marketing in India, Panther Publishers, Page
6. Association of the British Pharmaceutical Industry (ABPI). Medical sales representative.[internet]. 2011 [Cited 2011 Dec 2]Available from www.abpi.org.uk
7. Janodia M. D. Detailing “Theme”- A better alternative to conventional detailing “Story” [internet]. 2011[cited 2006 jun 25]. Available from <http://www.pharmainfo.net/reviews/detailing-%E2%80%9Ctheme%E2%80%9D-better-alternative-conventional-detailing-%E2%80%9Cstory%E2%80%9D>
8. How does pharmaceutical company promotion affect pre-scribing?; International Conferences on Improving Use of Medicines (ICIUM), World Health Organization,[internet], 2011[cited 1997 dec 11] Available from http://archives.who.int/icium/icium1997/posters/4P7_fintext.html