



To Study Doctor's Expectations from Human Healthcare Executives

Under the guidance of-
Dr Abhishek Dadhich

By:
Parth Sarthy
Management Trainee-CNS
Eisai India Limited

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Organizational Overview

- **Eisai Pharmaceuticals India Pvt. Ltd.** (Eisai India) was incorporated in **October 2004**, with registered office at **Mumbai**. [Eisai Co.,Ltd](#) was the **first Japanese company to have a 100% subsidiary in Indian pharmaceutical market**.
- **Eisai India product** portfolio includes prescription medicines in several therapeutic areas such as **central nervous system disorders, metastatic breast cancer, benign prostrate hyperplasia , muscle spasm, vertigo, gastrointestinal disorders, diabetes and peripheral neuropathy**.
- Eisai's **corporate philosophy** and **mission** is anchored on the “**hhc**” concept. **hhc stands for human health care** (hhc) which means all Eisai employees should give their first thoughts to patients and their relatives in human health care (hhc).

Introduction

- **Marketing** and **selling** are important functions of any **business**.
- **Good marketing** is a result of careful **planning and execution**.
- **Sales representative** in pharmaceutical marketing are called as Medical representative but in **EIL** they are **HHC**. They promote the company product to the customer that is physicians. Promotion has two basic elements **to provide information about product & to persuade potential customers**.

EIL- Eisai India limited
HHC- Human Healthcare Executives

- **Selling** may be defined as the process of analyzing potential customers' **needs** and **wants**, and assisting them in discovering how such needs and wants can best be satisfied by the purchase of a particular product, services or idea. The focus of selling thus is on the needs and wants of customers rather than on the features of a product.
- A pharmaceutical sales representative has to perform four crucial tasks. Even a slight improvement of in effectiveness of anyone of these will lead to a significant increase in results. These four crucial tasks are:-
 - **Detailing**
 - **Monitoring**
 - **Sampling**
 - **Retailing** (retail booking)

Literature Review

- **Avinash R. Patwardhan, MD** in The Journal of Health Care of Volume 53: 1-5 in year 2016 stated that-
- The perception and attitudes of the physicians show that mostly physicians deny that they get influenced by the promotional pitches of the med reps although there is evidence that physicians admit that they get influenced.
- From article of **Medismo technology of Pharma SFE Academy** it is stated that-
- Medical representatives in the healthcare industry are expected to manage their “territories” as if they were running their own business. That’s the very reason top performing medical reps have entrepreneurial mindset. To be successful in their sales territory it’s important to know which customers drive more business, what their “buying” style is; so that you can match your selling style to it, have a investment budget, and also manage your daily and weekly call schedule either by yourself or working with your team to implement the overall territory business plans.

Objective

- To find out the pharmaceutical personal selling perception among doctors.
- Perception analysis of doctors towards medical representatives.

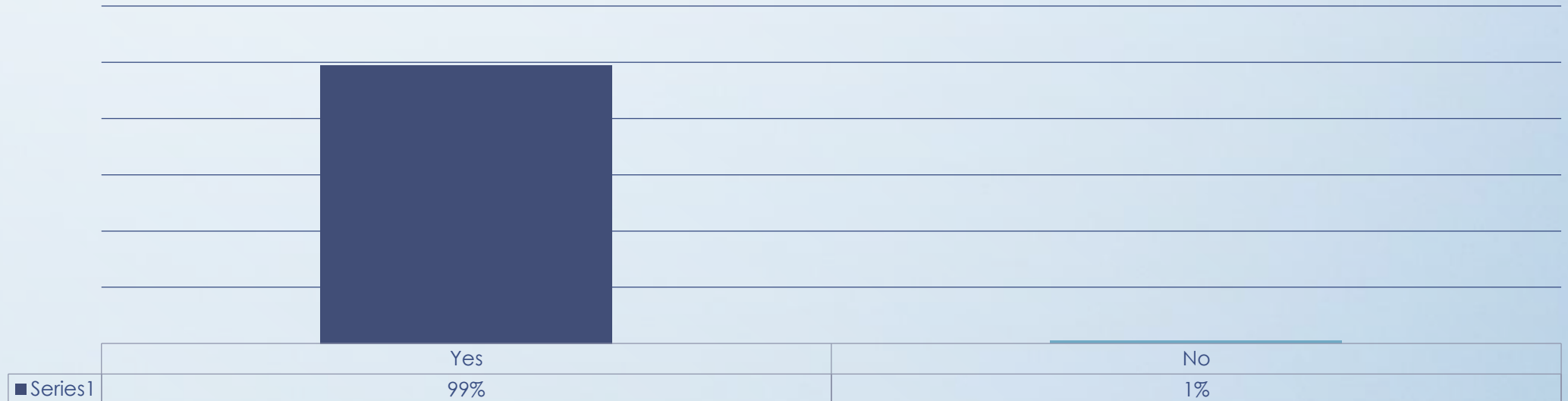
Methodology

- **Study area-** South Kolkata
- **Study Design -** Observational study
- **Study period –** Feb 11th to May 10th 2019
- **Study population-** Doctors
- **Sample Size –** 100 Doctors
- **Sample Frame-** Psychiatrist- 36, Orthopaedician- 14, Neuro Physician- 24, Neuro Surgeon- 1, Physician- 20, General Physician- 5
- **Study Tool –** semi structured questionnaire, which had questions based on knowledge, practice and attitude.
- **Data Collection Technique-** Primary data will be collected with help of questionnaire, analysis will be done with MS- Excel.

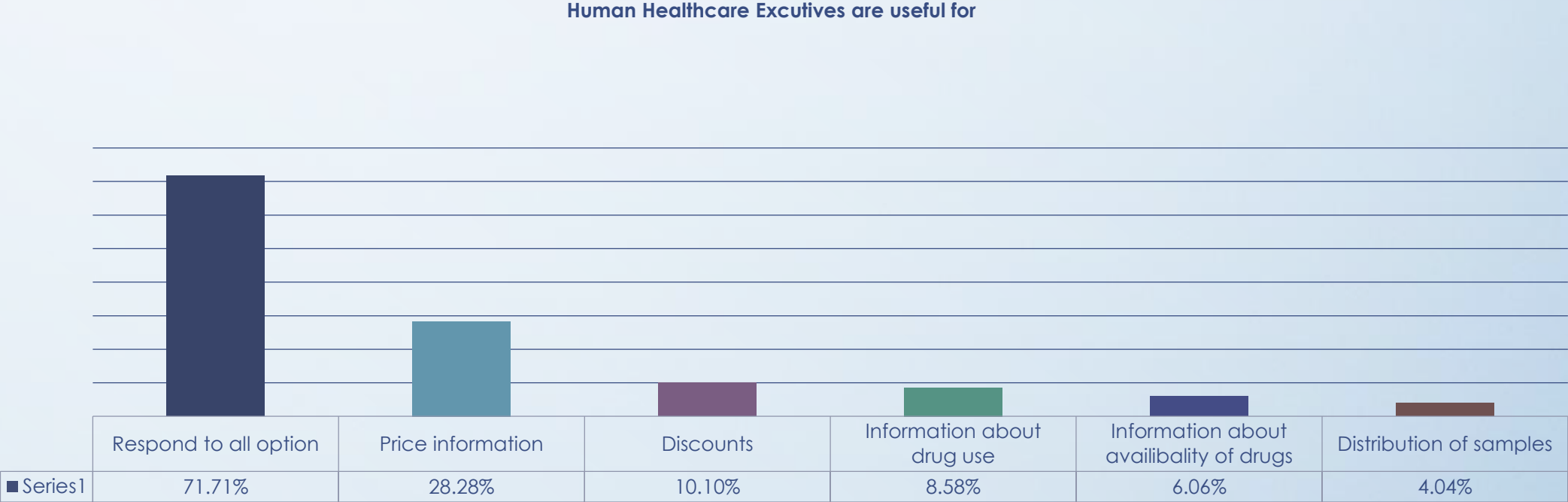
Findings & Interpretation

- 1: Do you feel HHC are useful to the medical profession?

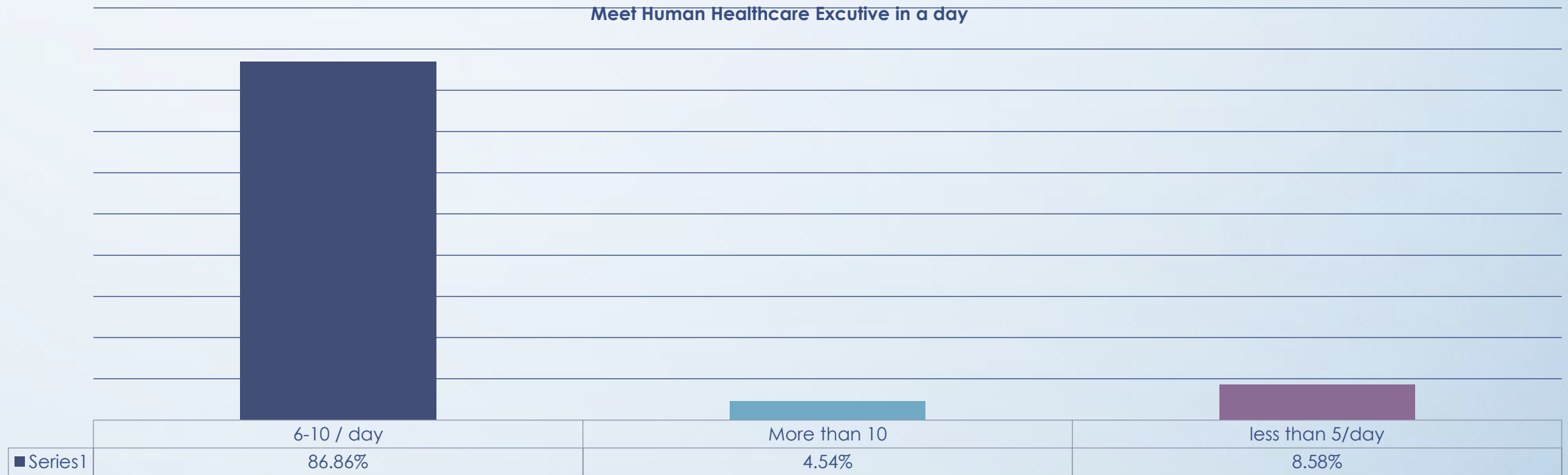
Human Healthcare Executives are useful?



1 (a): If yes then why?

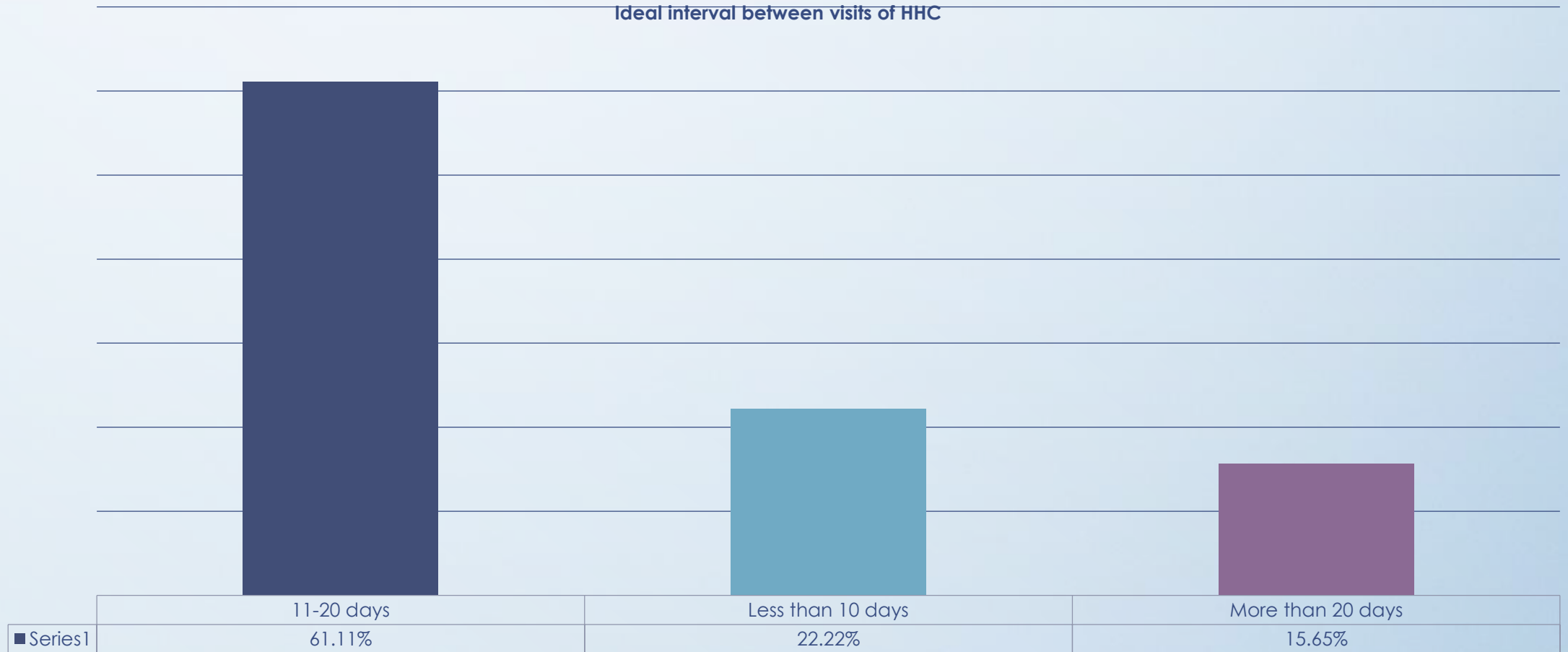


2: Generally how many hhc you see in one day?

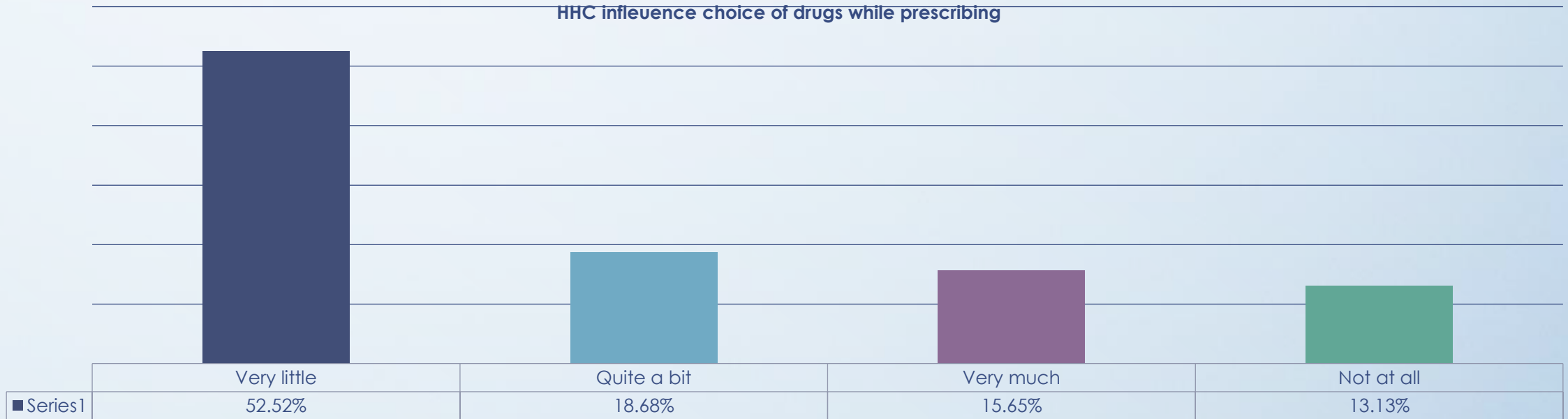


Young Doctors &
students are more
likely to entertain
HHC

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

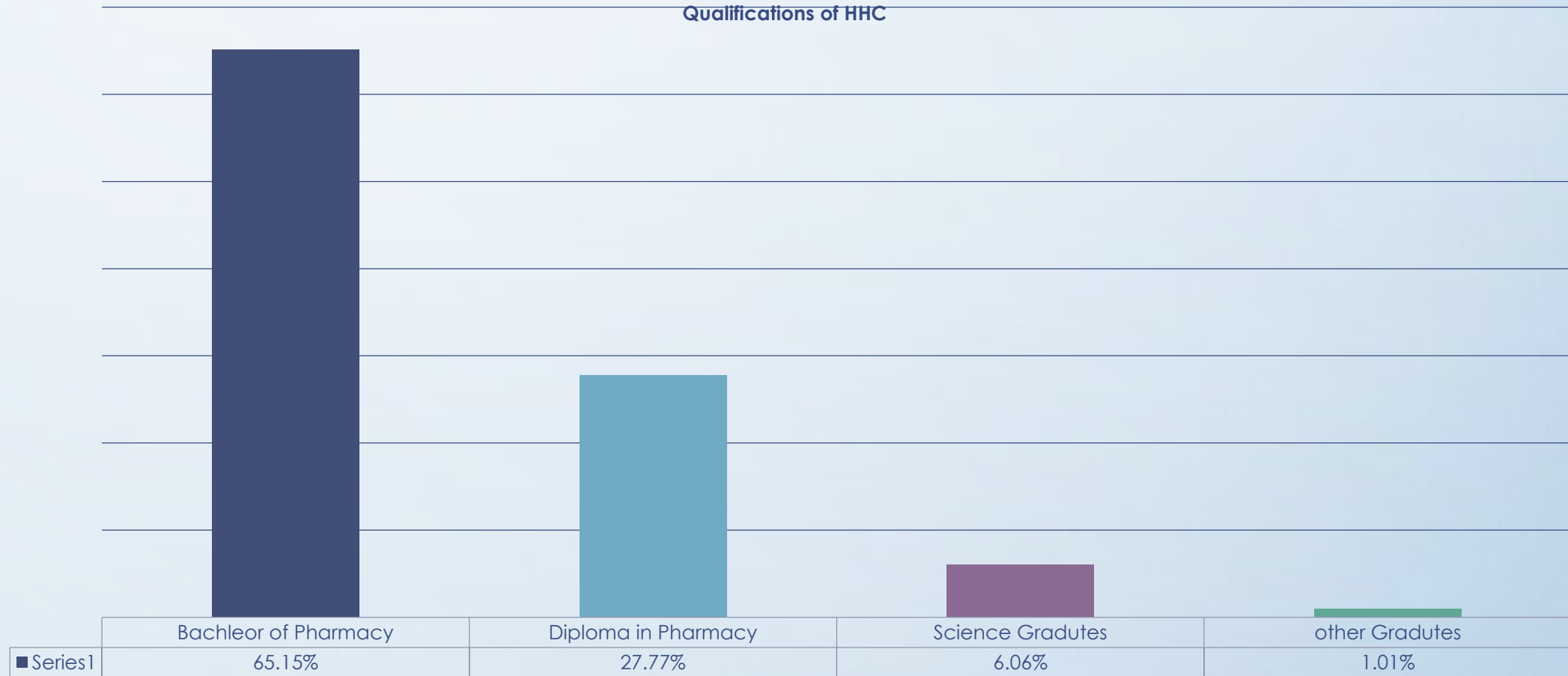


3: To what extent these hhc influence your choice of drugs in prescribing?



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 hhc than old and experienced ones

4: In your opinion what should be the minimum qualification of hhc?

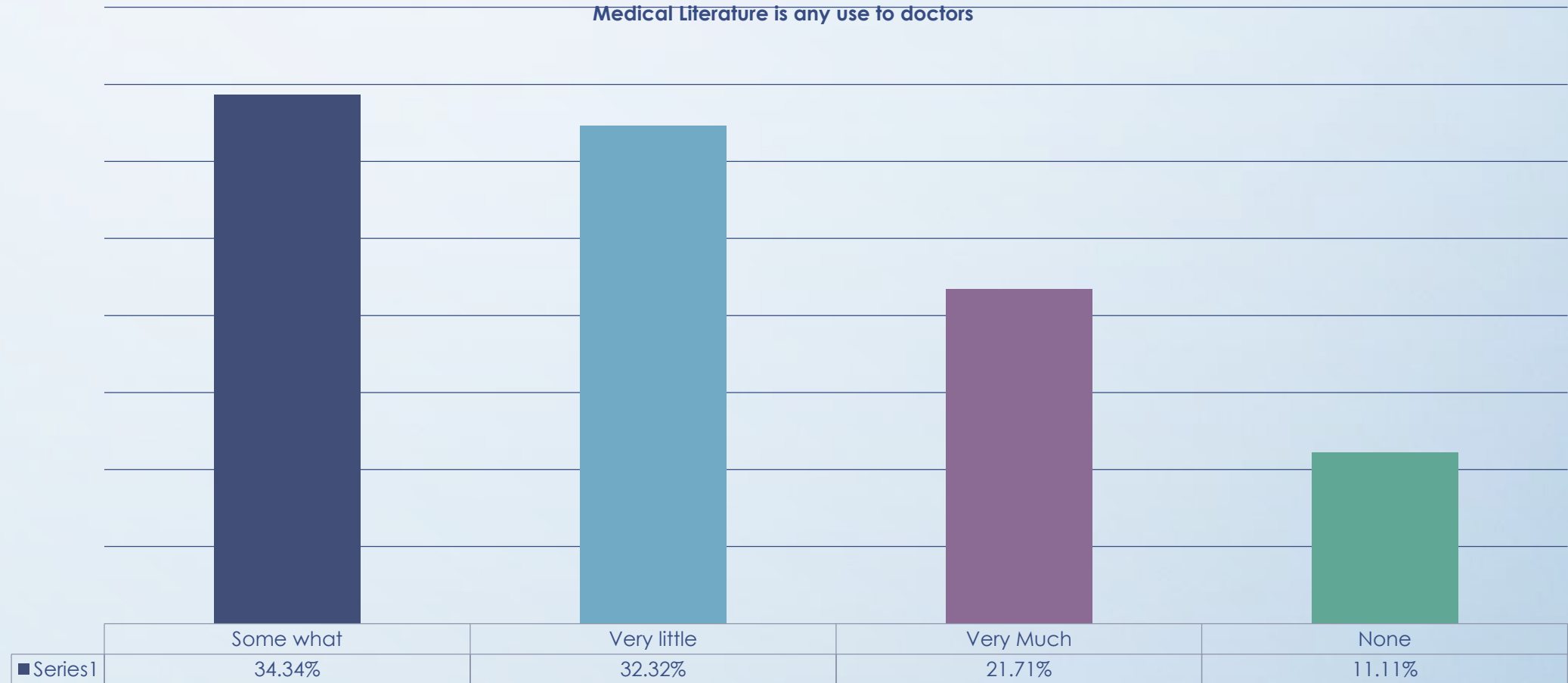


5: In your opinion what should be the qualities of a good hhc?

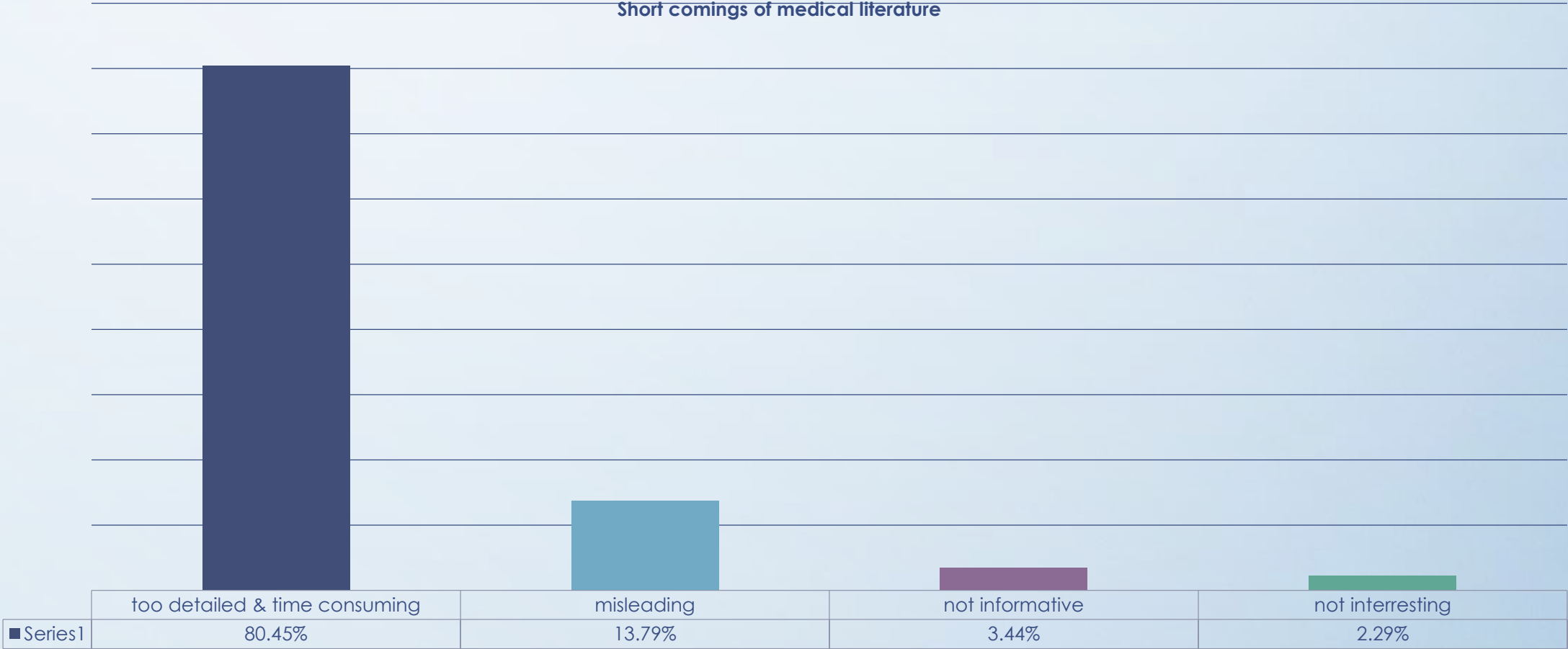
The survey indicated that

- Regularity
- Sincere in claims,
- Brief detailing,
- Good education,
- Product knowledge,
- Salesmanship.

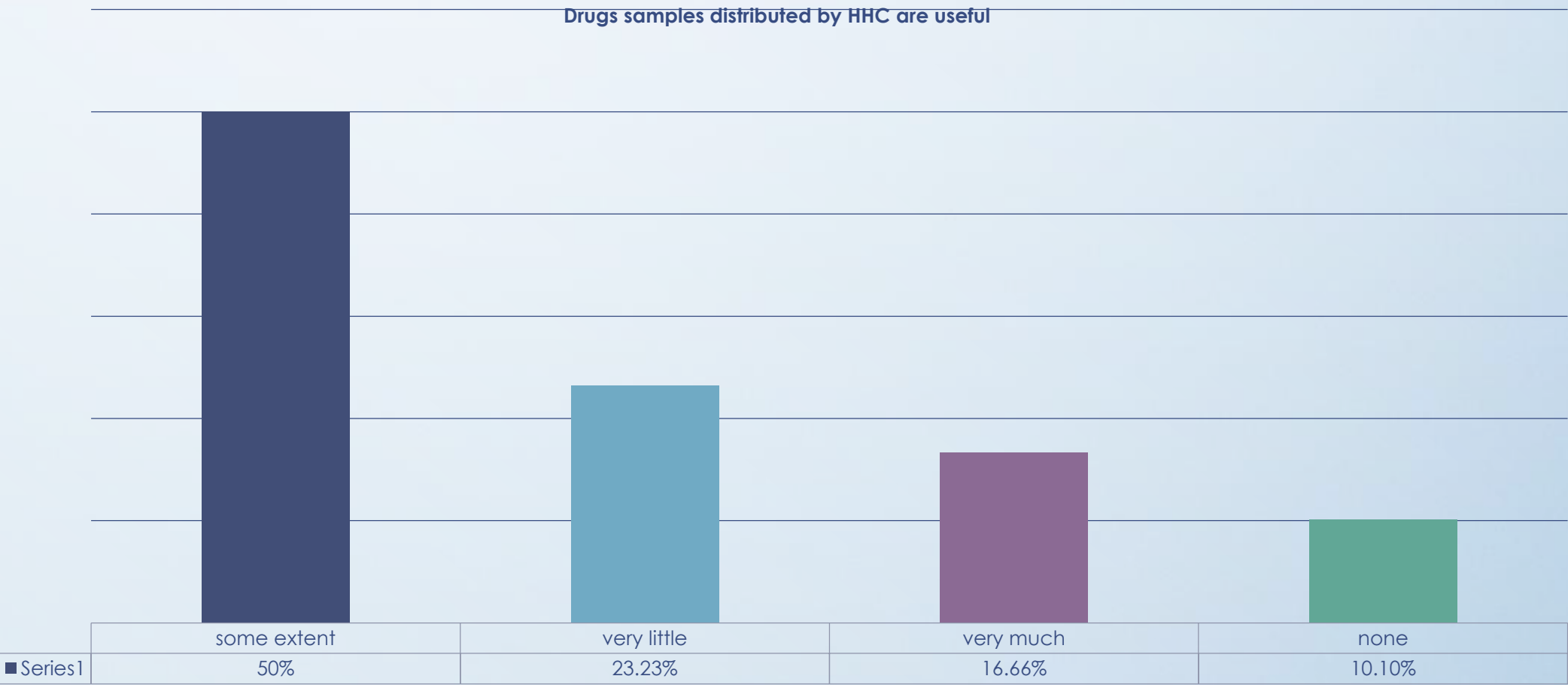
6. Do you find Medical Literature is useful?



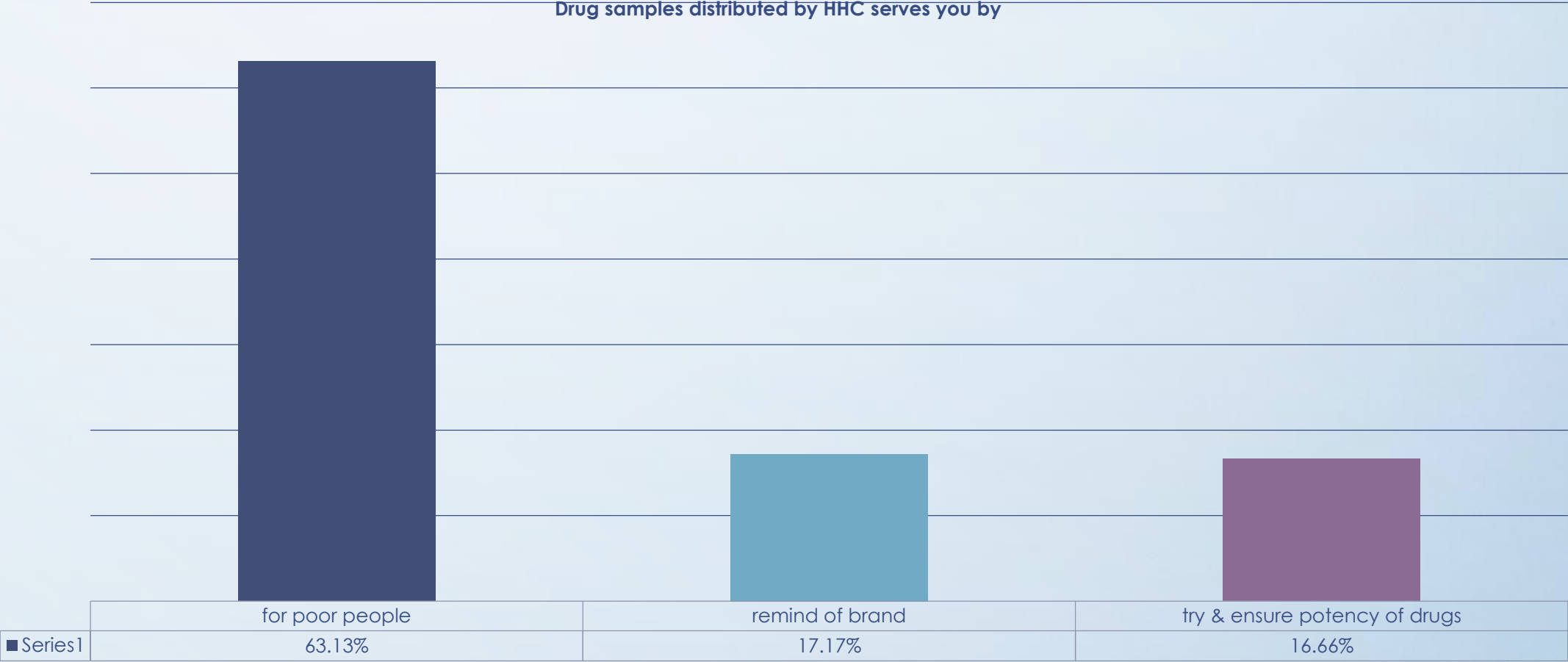
6(a): If little and not at all what are the short comings?



7: Are the drug samples distributed by HHCs are useful to you?



8: In your opinion, how do drug samples distributed by hhc serve you?



Conclusion:

- In doctors perception human healthcare executives are useful due to providing information on **price and discounts and availability of drugs and information about the new drug molecules.**
- Doctors want that an hhc should be **regular with sincerity in claims, should be quick with detailing and have good product knowledge**
- Doctors want medical representatives having **sound product knowledge** that's why most of them considered **bachelor in pharmacy as minimum qualification.**
- **Majority** of hhc working in the field **do not meet quality criteria by doctors**
- Overall this study may help to increase the effectiveness of personal selling by pointing hhc towards right direction.

Recommendations:

- Human healthcare executives should have thoroughly about their products.
- They should be well equipped to tackle any queries.
- Engage customers in various activities related to their products.
- Provide medical literature which only contains information about molecules and that should be crisp.

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