

THE IMPACT AND ACCEPTANCE OF DIGITAL MARKETING OVER TRADITIONAL MARKETING IN THE INDIAN PHARMACEUTICAL INDUSTRY AND TO EVALUATE THE CHALLENGES FOR DIGITAL MARKETING.

By,
S Anush Kumar.

Under the Guidance of
Dr. Ashok Peepliwal, Associate Professor.



LIHMR UNIVERSITY



List of Contents

- ◆ Introduction
- ◆ Research Methodology
- ◆ Data Analysis
- ◆ Results and Discussion
- ◆ Summary
- ◆ Conclusion
- ◆ Recommendations



1

Introduction



“

“Take a risk and keep testing,
because what works today
won't work tomorrow, but
what worked yesterday may
work again.”

- Amrita Sahasrabudhe

Pharmaceutical Industry

- ◆ Indian Pharmaceutical Sector was valued at US\$ 42 billion in 2021 and is likely to reach US\$ 65 billion by 2024 and further expand to reach ~US\$ 120-130 billion by 2030.
- ◆ Since its evolution from the 19th century, there is one constant in Pharma Industry...

CHANGE!!!

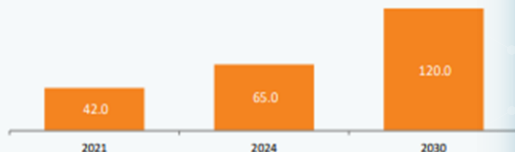
- ◆ Current study focuses and emphasizes on the changes in Pharmaceutical Marketing and a conception among the customers
- ◆ Ts to Ps



PHARMACEUTICALS

MARKET
SIZE

Indian Pharmaceutical Market (US\$ billion)

SECTOR
COMPOSITION

R&D Investment by Indian Pharma Companies* (% of sales)



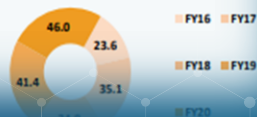
Note: *Top 10 companies as per research by HDFC Securities

KEY
TRENDS

Pharmaceutical Export from India (US\$ billion)



Government Expenditure on Health in India (US\$ billion)



Pharma Marketing

Types of Pharma Marketing:

- ◆ Traditional
- ◆ Digital
- ◆ Omnichannel





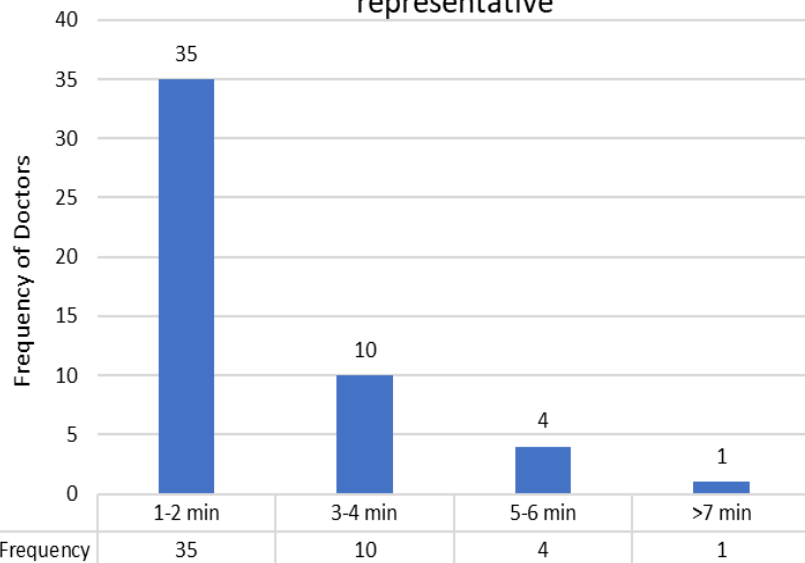
Research Methods

Research Methodology

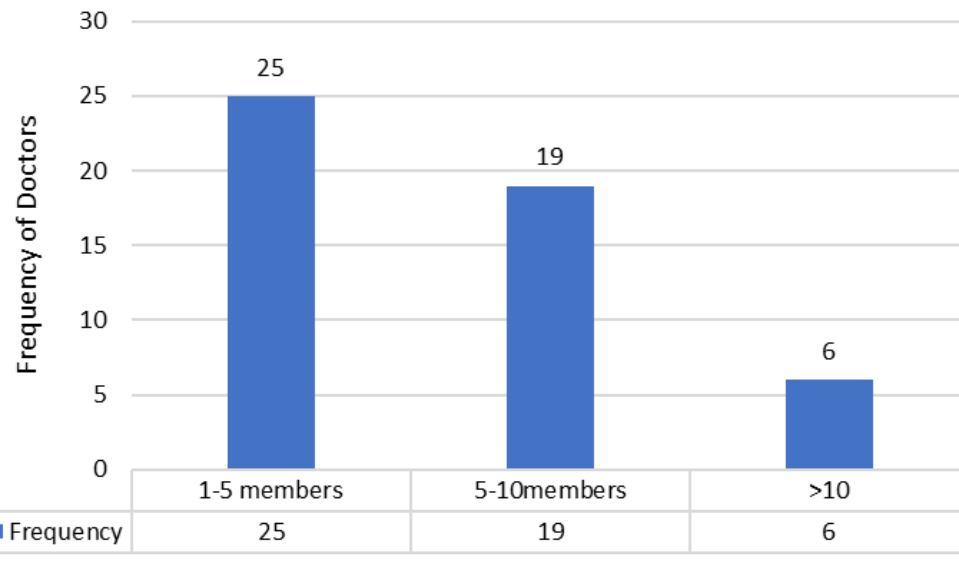
Research Design:	Descriptive analysis has been used in this study
Population of the Study:	Study targeted Consulting and General Physician across Bangalore and Anantapur, study also targeted the working Medical Representatives who were from Bengaluru and Anantapur regions
Sample Design:	Stratified sampling technique was used to select the units for study, 50 Doctors and 30 Medical representatives
Data Collection:	A structured questionnaire was distributed

Data Analysis, Results, and Discussion

Average time spent by a doctor towards medical representative

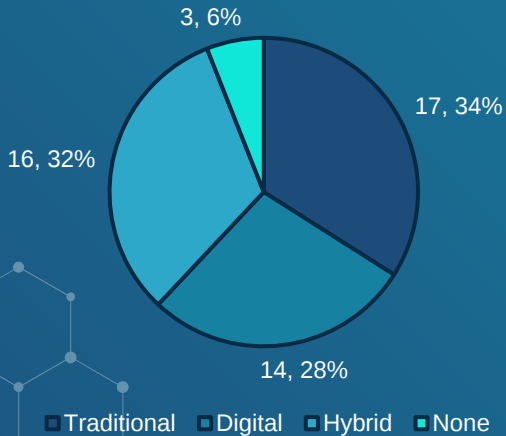


Average number of MRs meet a Doctor per day

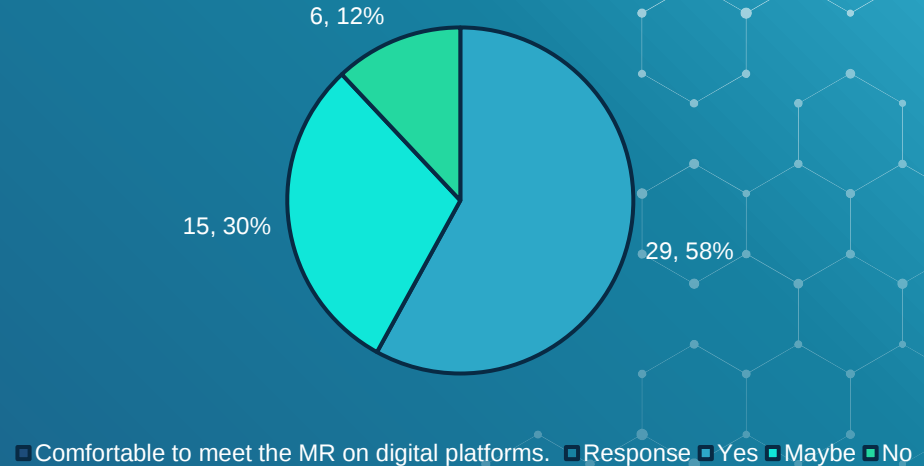


Data Analysis, Results, and Discussion

Schedule and Convenience of a doctor in meeting the MR Frequency

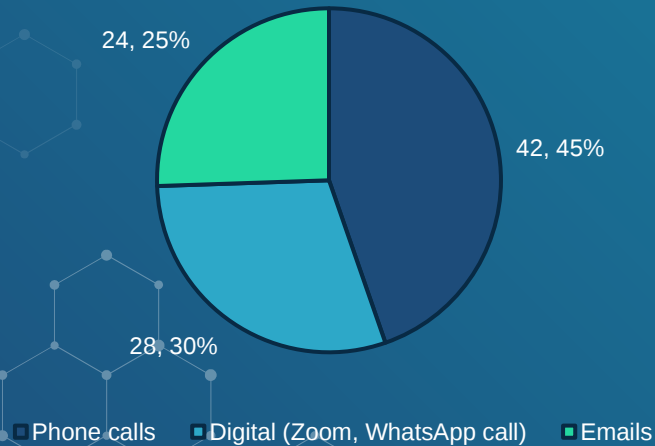


Comfortable to meet the MR on digital platform

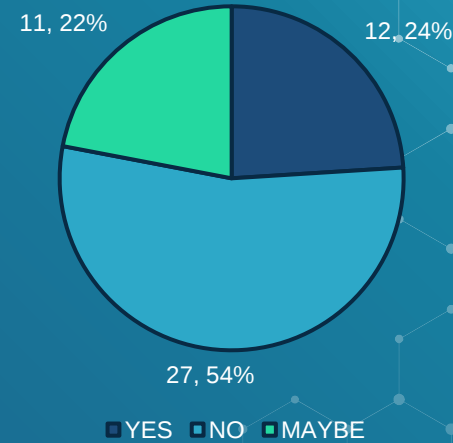


Data Analysis, Results, and Discussion

Platform used to meet the MR Online

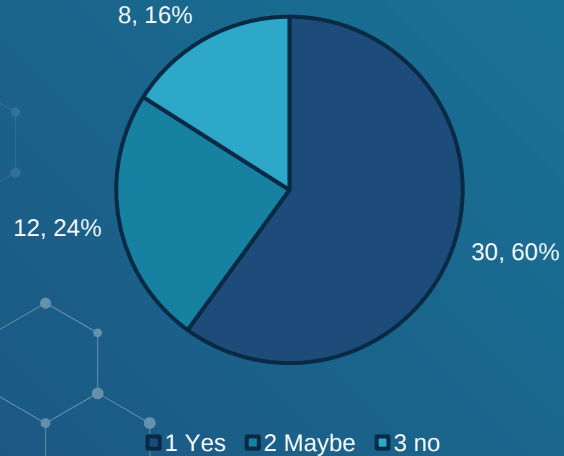


Comfortable with complete shift of digital marketing

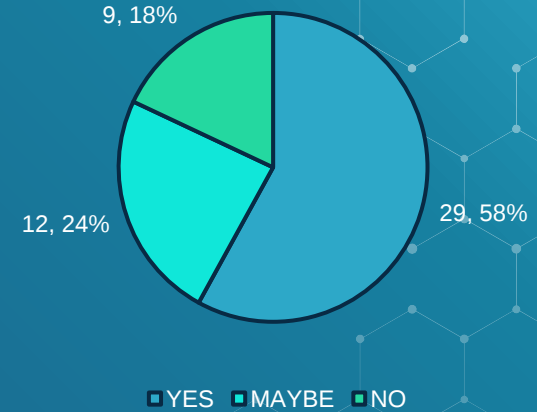


Data Analysis, Results, and Discussion

Time consuming to meet an MR % Chart

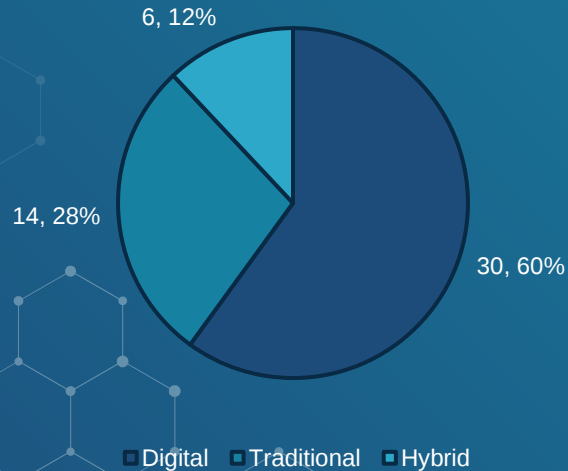


Satisfaction with respect to digital marketing by an MR

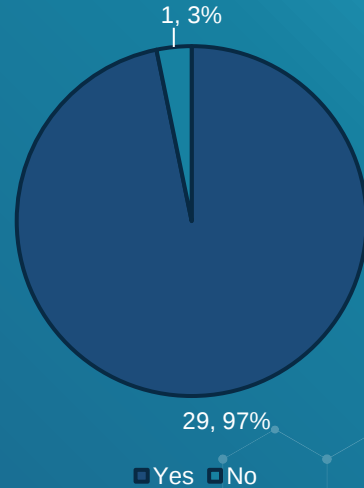


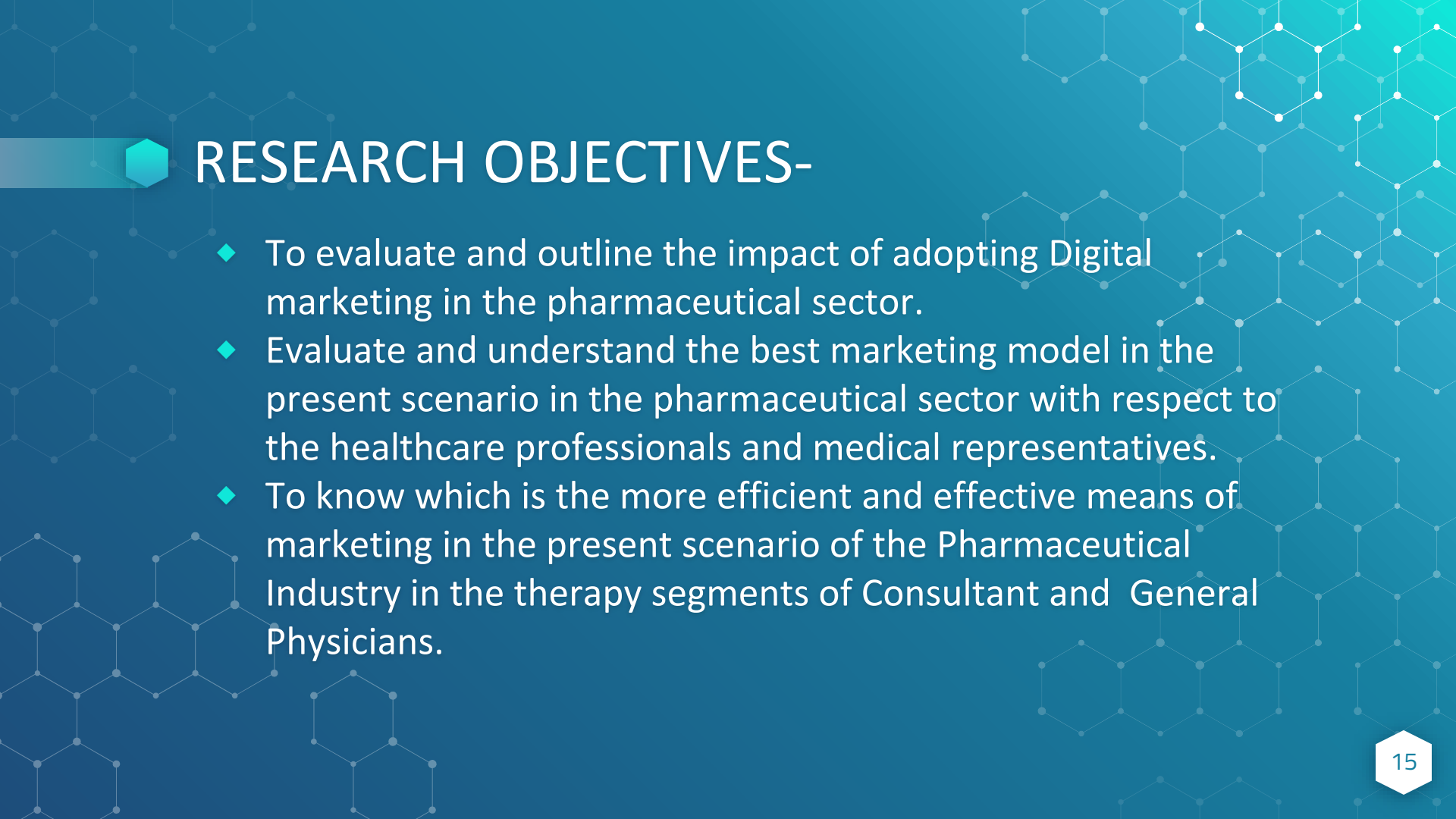
Data Analysis, Results, and Discussion

Meet in the New Normal Frequency



Difficult to meet Doctor by an MR on Regular basis





RESEARCH OBJECTIVES-

- ◆ To evaluate and outline the impact of adopting Digital marketing in the pharmaceutical sector.
- ◆ Evaluate and understand the best marketing model in the present scenario in the pharmaceutical sector with respect to the healthcare professionals and medical representatives.
- ◆ To know which is the more efficient and effective means of marketing in the present scenario of the Pharmaceutical Industry in the therapy segments of Consultant and General Physicians.



RESEARCH OBJECTIVES-

- ◆ To study and extrapolate the different types of digital platforms used by the pharma companies for the purpose of Digitization at a time when traditional modes of marketing could not fetch the desired results.
- ◆ To gather the opinion of healthcare professionals and pharma medical representatives regarding which modes of marketing is more convenient and acceptable in the present situation and forecast the next generation of marketing basis the opinions and results

Discussion



Discussion

- ◆ The results of the survey are indicating that though the HCPs are comfortable and convenient in meeting the MR on digital Platforms, they are not ok in the complete digitization of the pharma marketing.
- ◆ This is because today's doctors have a plethora of online resources to learn about new drugs. In the e-Pharma Physicians Annual Study, 51% of doctors said that they are already aware of the drug information that representatives provide.
- ◆ They now expect representatives to go beyond the basics and deliver higher value to their practice

Summary



Summary

- ◆ The study found that the impact of digital marketing in the prescribing behavior of the doctor was dependent on various parameters
- ◆ I had hypothesized the regulation and legislative by the government impose much of a challenge, but was proven
- ◆ I found that traditional alone is not an effective option
- ◆ The long running traditional Marketing should also be equipped with new innovation of Customer centric and Content Driven engagements
- ◆ From the study we can say that Phone calls, ZOOM calls, WhatsApp and SMS are the prominent platforms used by the Pharma Companies in order to meet with the doctor.

Conclusion



Conclusion

- ◆ There have been significant changes in the functioning of Pharma Marketing in the new normal and is also posing a great opportunity to the pharma companies to adapt to the next-gen marketing techniques.
- ◆ PHYGITAL MARKETING
- ◆ CONTENT IS THE KING
- ◆ Beyond the pill experience
- ◆ The doctors have embraced the change, they were engaged via Phone Calls, ZOOM Calls, WhatsApp, and SMS during the recent transition, and OMNICHANNEL

Recommendations



Recommendations

- ◆ The study established that the Efficiency and Effectiveness from the digital marketing is on the positive side and along with the traditional Marketing
- ◆ Digital Marketing is effective in reaching the Customers who are the doctors as compared to traditional and recommends that the companies should **invest more in Digital Marketing to increase their market share and provide product information and adopt the Phygital marketing.**
- ◆ Companies should conduct a market research in various parts of the country to ensure digital and traditional marketing initiatives being implemented suit the targeted markets to improve product Growth, enhance Doctor-MR relationship, and effective calls.

SUGGESTIONS FOR FURTHER STUDY



SUGGESTIONS FOR FURTHER STUDY

- ◆ It is suggested that similar study to be conducted across various regions of the country and enable the generalization of the concept of PHYGITAL MARKETING,
- ◆ Avoiding the limitations of the current study which is
 - ◇ Lesser Respondent
 - ◇ The Pandemic,
 - ◇ Establish strong data across therapies

THANK
YOU!

