

**IN "INDUSTRY 4.0," AN EFFECTIVENESS STUDY
OF MEDICAL REPRESENTATIVES ' IN-CLINIC
VISITS”**

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR
MBA-PM
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PROJECT GUIDE
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Declaration

I hereby declare that this report, submitted in partial fulfillment of the requirement for the award of MBA in Pharmaceutical Management (PM) Indian Institute of Health Management is my original work.

Place: Mumbai

Date:

Signature

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Pharmaceutical Management **IIHMR-U/02/2020-22/0239**

INDIAN INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH

CERTIFICATE

This is to certify that dissertation titled..... IN "INDUSTRIE 4.0," AN EFFECTIVENESS STUDY OF MEDICAL REPRESENTATIVES ' IN-CLINIC VISITSis a record of the research work undertaken by Garima Kango in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management from the IIHMR University, Jaipur under my guidance

and supervision and his/her approach to the research study has been sincere, scientific, and analytical?

Faculty Guide IIHMR University,

Jaipur School Dean IIHMR University, Jaipur

Date

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Chapter 1

1.1. Introduction

There has been a global revolution in drug therapy since World War II. In India, there are over 7,000 drugs and 75,000 formulations available. There are over 8,000 prescription drugs available in the United States. As new drugs are added, these numbers continue to rise, influencing a physician's prescribing habits. Between 1971 and 1981, the average prescription size in the United States increased by about 27%, and the total amount of prescription drugs dispensed increased by 35%. In India, the number of medicines available on prescription has increased, with the average cost of a private physician's prescription being 600 rupees. On behalf of the ultimate user, the patient, the doctor makes the decision to prescribe a drug.

Each pharmaceutical company employs and trains medical representatives to endorse and sell medicines through printed product literature, drug samples, and gifts. Various companies' global sales forces range from 2,500 to 8,000 people, and the number is growing. In India, the pharmaceutical industry employs an estimated 80,000 representatives, who are paid to bring out prescriptions for the brands for which they are responsible. The impact of "Industry 4.0" on the global sociocultural landscape because of the compilation of digital technologies, which directs the potential growth of medical representatives, will be highlighted. The requirement for content transformation for medical representatives working for pharmaceutical companies based on the principles of patient centricity and professional mobility.

To maintain a steady stream of prescriptions, pharmaceutical companies that have adapted to situations first have ensured that their front-line employees provide effective detailing of their products to doctors. This transformation, however, did not occur overnight; medical representatives faced numerous obstacles in obtaining even a fraction of the time that doctors have. In comparison to other industries, advertising plays a minor role in pharmaceutical marketing. Medical representatives distribute drug advertisements with product information to health professionals via visual aids, journals, leave-behind literatures, and the mail. The way pharmaceutical sales are conducted has a significant impact on the pharmaceutical market. Every organisation participates in marketing, which is an exciting aspect of human activity. The heart of marketing is increased consumption of marketed products and services. Medical representatives are the primary promotional strategy employed by the pharmaceutical industry. Medical Representatives have a big influence on how doctors write prescriptions. They say at the end of their detailing, "Please prescribe my drug." They are always pleasant to deal with and possess a reasonable level of knowledge. They gather information from nearby pharmacies and get a sneak peek at patients' prescriptions before meeting with them to learn about a doctor's prescribing habits. They also learn about and cultivate the doctor's likes and hobbies, as well as his family and social interests. Having a smart, dedicated, and well-groomed medical representative visit you on a regular

basis company. In contrast to organising free camps, individual small value gifts, and samples, presenting high-quality literature, journals, and sponsorship for conferences or personal tours are preferable promotional tools.

➤ **Pharmaceutical Industry 4.0 –**

Pharma 4.0 is a framework for tailoring digital strategies to the specific needs of the pharmaceutical industry.

In practise, this translates to increased connectivity, increased efficiency, easier compliance, and the marshalling of production data to address problems as they arise.

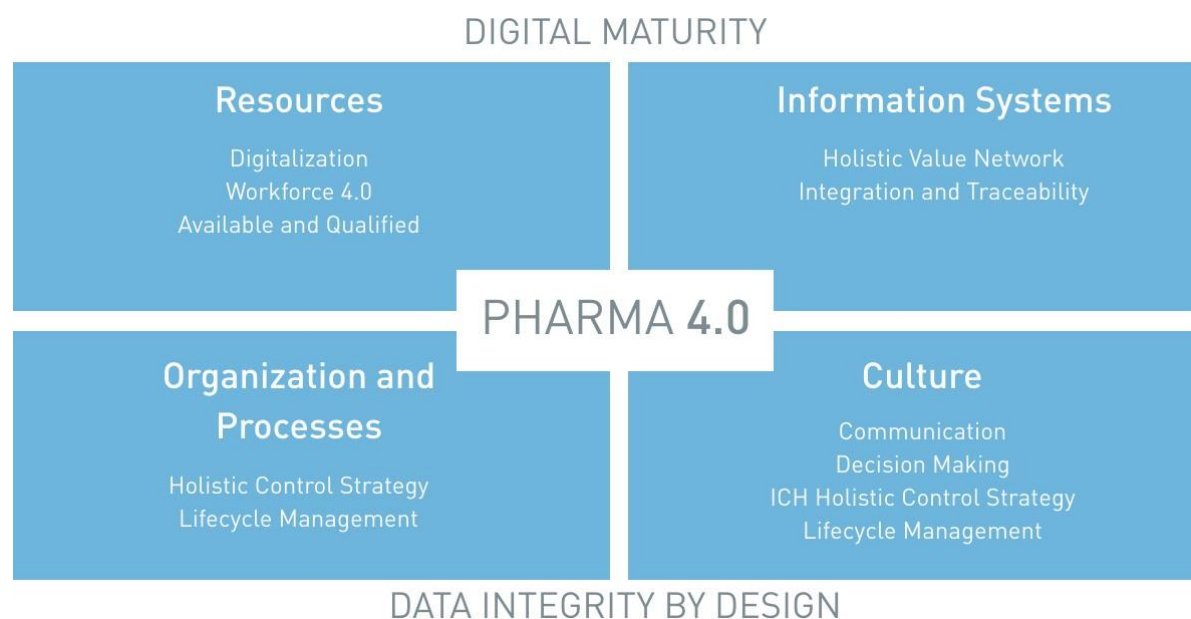


Figure 2- The Pharma 4.0

Following that, with Industry 4.0 fully operational, there have been six columns on which businesses in the segment can build their novel strategies and implement them for their front-line workers and leaders:

- Allow data to guide you. Data is referred to as "the new oil of the digital age," a phrase that may be overused but is still extremely effective. The vast amount of data made available by the internet is the driving force behind digital transformation. It's what allows all business processes to be continuously (and automatically) innovated. Above all, unlike oil, it is not a depleted resource...in fact, it is the opposite. Consider the pharmaceutical industry: There's more than just the data that everyone leaves on their computers.
- Social networks: another way to "get closer"
 - i. social media: yet another means of "getting closer"

The only way to move forward in digital marketing today is through social media, and this is also true in the pharmaceutical industry.

-
According to a Media bistro poll, social media has an influence on more than 40% of people's health decisions (pointsgroup.com).

- People aged 18-24 are twice as likely as those aged 45-54 to discuss health and wellness issues on social media (getpushing.com).

- In addition, 90 percent of people aged 18 to 24 believe medical information shared on social media is accurate

- The role of influencers and KOLs

- When making a purchase, 70% of millennials are approached by "influencers" (collectivebias.com).

- Influencer marketing has a return on investment of \$6.50 for every \$1 spent (adweek.com). As a result, it's only natural for companies that deal with health to learn how to take advantage of its dynamics.

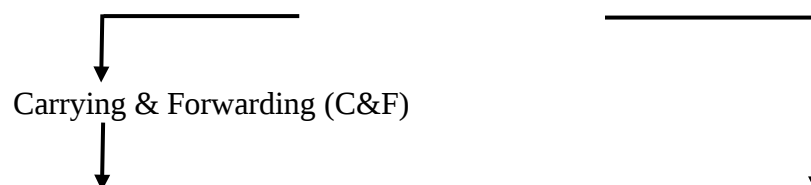
- That's not all, though. Key Opinion Leaders, or KOLs, are one of the most effective weapons at the Pharma Industry's disposal today for reaching and retaining its public. KOLs are recognised experts in their fields with a high level of professionalism and expertise. As a result, they have authoritative voices, which are critical for communicating in sensitive areas like the pharmaceutical industry.
- The future of the digital world will progressively pass-through VR (Virtual Reality) and AR (Augmented Reality) systems, attracting the most onlookers. According to the most recent studies, the market for virtual reality software is expected to reach \$4.6 billion by 2023, nearly doubling from the current \$2.6 billion (statista.com).

- i. Advanced businesses have recognised this trend in time and are acting decisively to gain a competitive advantage. This is also true in the pharmaceutical industry. For instance, Novartis recently partnered with Microsoft to harvest Virtual Reality systems. The goal is to explain how medicines work to patients in a clear and engaging manner.

- ii. Content marketing

In the pharmaceutical industry, content marketing is becoming increasingly strategic. Individual and collective health issues have never been more important or consequential than they are right now. As a result, the pharmaceutical industry is expected to shoulder a significant amount of responsibility.

Pharmaceutical Selling



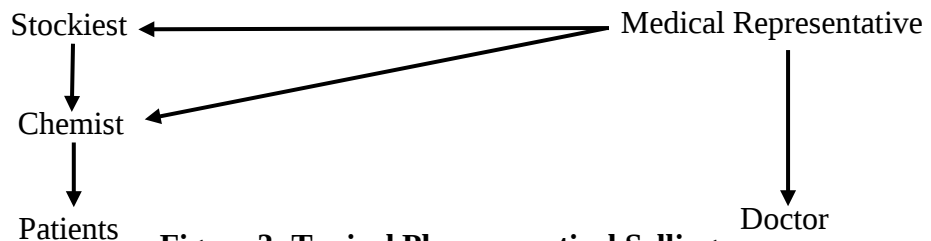


Figure 3- Typical Pharmaceutical Selling

Pharmaceutical sales are a difficult activity because, in recent years, there have been no fewer than 15-20 representatives meeting with a good potential doctor during a sales call. As a result, the length of each sales call has been significantly reduced, forcing sales representatives to demonstrate their capability on each call. They must be able to sell their brand in a short period of time. They'll need a strong conversation as well as a thorough understanding of their brand to accomplish this. They should be aware of the needs and requirements of doctors and clinics to promote their brand appropriately.

➤ **Primary Sales Officer**

Medical representatives serve as a vital link between pharmaceutical and medical equipment manufacturers and healthcare professionals (Doctors, Paramedics, and Chemists). They oversee forming a community of healthcare professionals to raise product awareness, answer questions about product usage, and assist in the introduction of new products. MRs in specialty divisions such as cardiology, psychiatry, neurology, gastroenterology, and others are well-versed in doctors' schedules and can change them on the fly. own workday to ensure meetings with these doctors. There are events while MRs' work from 8 am to 11 pm so they can target the proper doctors.

▪ **KRAs can be summarized below:**

- - Locate and meet with potential clients, including doctors, hospital employees, and other medical professionals and facilities.
- - Emphasize different aspects of the product, such as new technology or unique selling propositions.
- - Create and manage a sales territory with the goal of increasing sales.
- - Keep in touch with top customers on a regular basis to manage and develop them.
- - Provide customer feedback to the company.
- - Maintain accurate records and meet sales goals.

▪ **Selling Process**

- First, medical representatives should speak with chemists to gather as much information as possible about the therapeutic area they represent, such as competitor brands and doctors' prescription preferences, before meeting with doctors in their

territories. The Retail Chemist Prescription Audit (RCPA) is a procedure that reveals the following information:

Recommendations from Doctors
Favorite Molecule of Doctors
Our brand's estimated potential in terms of doctor prescriptions
Recognize doctors' characteristics
Physicians in charge of activity selection
Medical-related brands that can be promoted.
Assists with PreCall Planning, which is the planning that MRs do after they finish the RCPA and before they meet with the client.

Table 1-RCPA

Activities of Medical Reps in In-Clinic & Outside of Clinic

Every pharmaceutical company employs and trains medical representatives to sell and promote drugs using published product literature, drug samples, and gifts. Various companies' global sales forces range from 2,500 to 8,000 people, and the number is growing. In India, the industry employs approximately 80,000 sales representatives. In addition to their salaries, they receive incentives for meeting sales targets, such as pay raises, cruises, and promotions, which could tip the scales in favour of aggressive drug promotion. While doctors consistently deny that industry activities influence their drug knowledge, full-size evidence may exist to support the efficacy of a face-to-face meeting with a medical representative in shaping doctors' attitudes.

In-clinic Detailing

It is a sales promotion technique in which medical representatives meet with doctor's face to face. Medical representatives and field managers are employed by pharmaceutical companies to make personal contact with customers and persuade them to write prescriptions for their products. Almost all pharmaceutical companies prefer this method for the following reasons: - It allows them to inform doctors about the company's new products/new trials, as well as studies conducted for existing brands, during their personal visit. - It also helps to capture doctors' attention by providing brand reminders for the company's old/existing brands. Doctors may have questions about a company's product that can be clarified or resolved during a call with a medical representative. It gives the company a competitive advantage.

Influence of pharmaceutical representative visits on HCPs' drug preferences

The frequent interaction between doctors and pharmaceutical companies has been the subject of numerous publications. Companies' financial support for medical research and education, as well as their provision of up-to-date treatment information and educational materials for patients and doctors, are all part of this interaction. In this type of interaction, pharmaceutical sales representatives are one of the most expensive and widely used resources for disseminating information to HCPs.

HCPs' offices are frequently visited by pharmaceutical sales reps. Many HCPs view their interactions with pharmaceutical companies favourably, and promotional visits by pharmaceutical representatives are seen as a valuable source of drug information that would otherwise be difficult to obtain, such as information on new treatment principles.

Brand Reminders as a Tool to Influence the Prescription of Doctor

The pharmaceutical industry uses a variety of tactics, including giving doctors brand reminders. Stationery, time-related, bags, books, folders, office-desk, medical, household,

personal, and innovative items are examples of the same. Many doctors are concerned about the ethical implications of this ostensibly harmless practise, which is widely accepted as the norm. According to Chren and colleagues, every time a medical doctor accepts a reminder, an implicit relationship is established between the doctor and the company or its representatives, and there is an obligation to respond.

Marketing and Promotional Information

One of the earliest forms of promotion was drug advertising. From 1930 onwards, advertising of the Diphtheria vaccine allows for its widespread and successful use in Canada. During the 1930s, there were 30,000 preventable child deaths in the United Kingdom due to diphtheria, and it is possible that responsible vaccine advertising could have saved lives. In India, no medical journal can exist without drug classified ads. The pharmaceutical industry invests heavily in advertising in high-circulation journals aimed at clinical specialists and general practitioners. However, primary journals in India, such as clinical pharmacology and pathology, are difficult to manage due to a lack of classified ads. Aside from advertisements, many western journals also provide complete textual content.

Challenges of Pharmaceutical Selling

Meeting his most important client: a "Doctor/ Clinician" who is far more knowledgeable, intelligent, and skilled than the salesperson. Furthermore, the Doctor/Clinician must have spent at least ten years mastering the subject. The salesperson knows more about the customer than the customer knows about himself in all other types of sales. This makes it more difficult to persuade a much more knowledgeable person to prescribe a specific Brand. Doctors are Time poor: MRs have worked from 8 a.m. to 11 p.m. on occasion to target the right doctors, who usually only have a few minutes to spare for the MRs. Many calls are dropped at the desk of the receptionist.

Indirect selling: Pharmaceutical salespeople engage in "indirect selling," which differs from traditional sales.

Purpose of the Study-

The purpose of this study is to determine how effective medical representatives' in-clinic visits are in an ever-changing setting. The project on medical representation makes a substantial contribution to this field of study. Globalization, new technologies, and business restructuring are all putting strain on traditional labour patterns. Because of shifting economic conditions and societal demand, the nature of employment has evolved all over the world.

Objectives

The objectives laid down were tangible, definite and designed by keeping the external environment in mind. The objectives were:

- i. To assess the efficiency of medical representatives' in-clinic visits from the perspective of doctors
- ii. To identify the instruments that medical representatives use during in-clinic visits.
- iii. To investigate the impact of the pandemic on in-clinic visits.
- iv. Identify the existing issues that medical representatives experience during in-clinic visits.
- v. Examine medical representatives' attitudes toward in-clinic visits.
- vi. The goal from these objectives is to capture the latest insights and derive the qualitative as well as quantitative results.

Chapter 2

1.1. Literature Review

➤ Literature Review 1

Title: Industry 4.0 and its impact on marketing

Author: Adrian Nicholls, The Drum

Objective: To determine the different types of industrialisations around the globe and impact of Industry 4.0 on marketing

Key Findings:

- The shift from steam and waterpower (1st Revolution: 1760-1820) to railroad and telegraph networks for faster transfer of people, ideas, and electricity (2nd Revolution: 1871-1914) to using and leveraging supercomputers for the benefit of humanity (3rd Revolution: Late 20th century).
- The impact of Industry 4.0 marketing efforts is to view customer service as ongoing and adapt to changing needs, build and test prototypes of new products for proper user feedback and helping in building digital business models to enable better access to track customer satisfaction and see as perpetual and always changing.

➤ Literature Review 2

Title: Digital Marketing for the Pharma Industry: the pillars of a successful strategy

Author: Doxee

Objective: To understand the relation between Pharma4.0 & digitisation in pharmaceutical industry

Key Findings:

Pharma 4.0 refers to the application of Industry 4.0 logic and digital transformation to the pharmaceutical industry, which includes increasing adoption of predictive analysis systems based on Artificial Intelligence and Machine Learning, as well as the Internet of Things.

There were several important drivers associated with digitisation in the industry, including a heavy reliance on data, personalised marketing, and keeping content marketing in the loop, as well as the use of social media's simplicity.

Every pharma company's top priority for engaging their audience is content marketing, which is an approach focused on the creation, sharing, and distribution of valuable content with two very simple goals: winning new customers and retaining existing customers.

➤ Literature Review 3

Title: Impact of pharmaceutical representative visits on GPs' drug preferences

Author: Jens Søndergaard, Kirstin Vach, Jakob Kragstrup and Morten Andersen, Oxford University

Objective: To examine how pharmaceutical sales representative visits influenced physicians' company-specific drug preferences and prevalence of steroid prescribing

Key Findings:

It was discovered that GPs' preference for the promoted drug increased from 15% before the first visit to 28% after the third visit, before levelling off. Both before and after the first visit, the preference proportion increased with time.

If the first representative visit occurs close to the time of marketing, the effect of the visit is amplified, and the effect of the visit gradually fades. Furthermore, even if practises are not visited, there is a significant increase in preference for the promoted drug over time.

Finally, visits from pharmaceutical sales representatives increased the market share of the promoted drug significantly, but only the first two visits had a significant impact. The number of visits had no effect on GPs' overall prescribing of inhaled steroids.

➤ **Literature Review 4**

Title: Impact of training on medical representative in their performance special reference of Alembic Pharmaceuticals Ltd

Author: Dr Ranjana Sharma & Mr. Mithilesh Negi, American International Journal of Business Management (AIJBM)

Objective: To analyse the effectiveness of training on medical representatives

Key Findings:

The trainer evaluates medical representatives on five parameters after they complete the training module: composition, indication, and dose, knowledge of visual aid terms, knowledge of competitors and price, detailing, and overall product knowledge.

Induction/orientation, BTP (Basic Training Programs) for a better understanding of field dynamics, Refresher programmes for time-to-time development programmes and may depend on divisional requirements, BOP (Basic Orientation Program) which consists of two parts Medical Training (frequently used medical terms and their meaning) and Selling Skill Training, as well as other communication training programmes.

Nearly 60 to 65 percent of participants rated all the sessions as excellent or very good, according to the feedback received.

➤ **Literature Review 5**

Title: Interaction and medical inducement between pharmaceutical representatives and physicians: a meta-synthesis

Author: Shahrzad Salmasi¹, Long Chiau Ming and Tahir Mehmood Khan, Journal of Pharmaceutical Policy, and Practice

Objective: To analyse the interaction between pharmaceutical representatives and doctor and their influence over prescribing behaviour

Key Findings:

Interacting with PRs is thought to provide benefits such as easy access to information, free gifts and drug samples, and social aspects of the interaction (Pharmaceutical Representatives).

According to Wang et al., 36% of ophthalmology trainees changed prescribing behaviour because of information provided by PRs, and 77% changed prescribing behaviour because of the availability of medicine samples.

□

Physicians cited a variety of reasons for declining to meet with PRs, including previous bad experiences with PRs and commercial context (e.g., disagreements over a commercial deal), responsibilities to other companies, lack of conviction about the product, lack of credibility of PRs, workload, and inappropriate visit timing.

➤ **Literature Review 6**

- **Title:** Physicians' perceptions of medical representative visits in Yemen: a qualitative study

Author: Mahmoud Abdullah Al-Areefi¹, Mohamed Azmi Hassali and Mohamed Izham b Mohamed Ibrahim, BMC Health Services Research

Objective: To highlight physicians' perceptions of medical representative visits

Key Findings:

Most physicians had positive interactions with medical representatives, according to the current qualitative study. The social contacts and mutual benefits that physicians and medical representatives will gain from these representatives, such as scientific literature and samples for physicians and prescriptions for medical representatives, are the main reasons stated by physicians for allowing medical representatives' visits.

Several physicians stated that the main reasons for refusing to meet with medical representatives were disagreements over a commercial deal, lack of conviction about the product, inconvenient timing of visits, and an obligation to prescribe medicine from the representative company.

□

Although physicians are aware that MRs have the potential to influence their prescribing decisions, they welcome MRs to visit them.

➤ **Literature Review 7**

Title: Evaluating pharmaceutical marketing knowledge and attitude among medical representative in Mumbai City: A quantitative study

Author: Virendra Ligade and Juilee Bhegade, Journal of Applied Pharmaceutical Science

Objective: To access the pharmaceutical marketing knowledge and attitude for medical representatives

Key Findings:

- According to the findings of the study, most medical representatives believe that basic pharmaceutical marketing knowledge is required for successful detailing.

- 76 percent of respondents had a good understanding of brand management. Pharmaceutical marketing relies heavily on brand management. Only 44% of respondents knew everything there was to know about branded generics.

- Pharmaceutical companies should devote more resources to educating medical representatives about research and ensuring that medical representatives are able to thoroughly discuss scientific data and clinical

trials, as well as locate scientific communications relevant to healthcare professionals.

Chapter 3

2.1. Methodology

The primary purpose of the study is to identify and emphasise the elements that determine the efficacy of in-clinic consultations with medical representatives. This procedure will be outlined and carried out with the use of descriptive primary and secondary research. The primary research will gather perceptions of medical representatives and doctors across several specialisations using a detailed questionnaire and in-depth interviews with senior medical representatives and doctors. Secondary research will consist of browsing the internet for publications, research papers, and reports on the efficiency of medical representatives during in-clinic visits. It's a mixed-methods study with quantitative and qualitative data.

➤ Primary Research

The inputs gathered after interrogating the doctors will constitute primary data. The data will be used to assess the success of in-clinic visits from the perspectives of both medical representatives and doctors, as well as to identify the obstacles they face. Because extremely compact data is available on the internet or in journals and research reports, primary research will constitute a significant amount of the effort in this project.

Research parameters:

- i. Research type - Quantitative Research
- ii. Tool of data collection - A market research questionnaire containing closed ended questions
- iii. Tools for Analysis - Excel and Google Forms
- iv. Type of questionnaire - Structured
- v. Mode of data collection - Google Forms
- vi. Sample selection - Medical Representatives and Doctors in Central Suburban Mumbai
- vii. Target Respondents - Medical Representatives and Doctors
- viii. Sample Size - 70 Medical Representatives and 55 Doctors

➤ Secondary Research

Secondary data will primarily consist of information gathered from the internet, news stories, journals, and reports, among other sources. The data will be utilised to gather general industry news and patterns, rival news and the most recent developments in the industry, doctor behaviour, and the influence of the external climate on the same.



Figure 4- Research Methodology

2.2. Scope and Limitations

- The project's geographical scope is limited to Central Suburban Mumbai, so the perceptions, consumers, and observations are limited to this area. The project will provide a wealth of information about the in-clinic visits that are taking place. It will primarily provide perspectives from medical representatives and doctors on in-clinic visits. The situation is returning to normal after the pandemic, but it will not be the same as it was before the pandemic due to the pharmaceutical industry's rapid digitization. The project will also focus on the current challenges that medical representatives face, as well as the type of service that doctors expect. As a result, the gap analysis' findings are crucial, especially if the stronghold in Mumbai is to be maintained.

Chapter 4

3.1. Analysis & Findings/ Observations

Data was obtained via questionnaire method and further analysed for understanding MR's and doctor's perception.

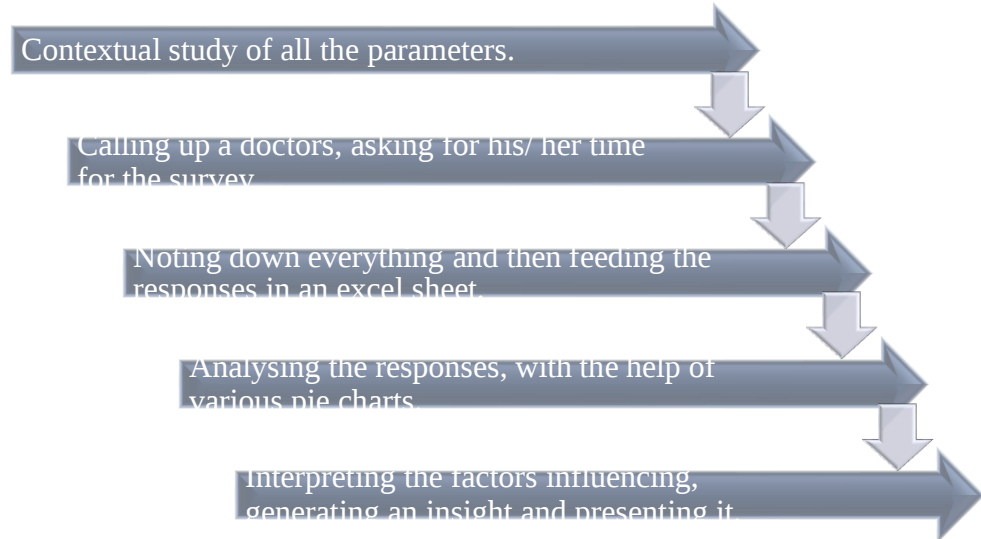
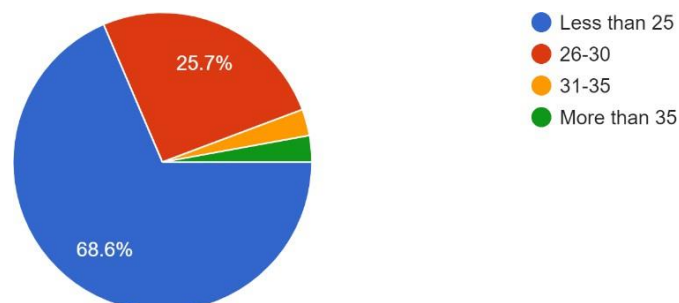


Figure - Process of data analysis

Information was gathered from MRs and doctors in the Central Suburban Mumbai area. This poll was conducted over the phone, and 70 MRs and 55 doctors were interviewed according to the time provided to them. The questions were primarily based on the doctor's zone or area of practise, whether the doctor is seeing any patients, if so, how many hours, and what is the average footfall of the patients in each week.

A. Data Analysis of MRs' perception

- Demographics
 - i. Age



Analysis- 68.6% of the MRs age are between less than 25 years and 25.7% of MRs age is more than 26-30 years.

- ii. Qualification

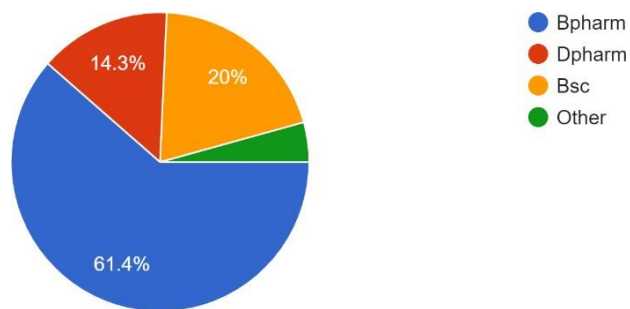


Figure - Qualification

Analysis- Majority of 75% of the MRs are from pharmacy, while only 20% of MRs are BSc graduates.

iii. Type of company MR works

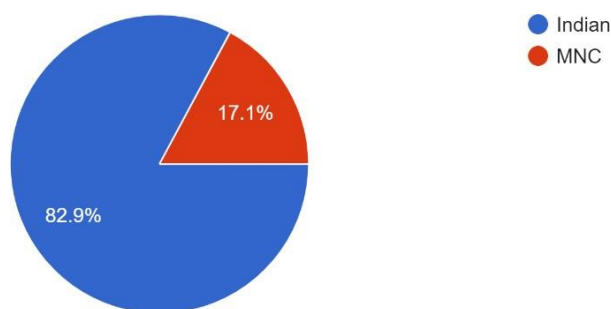


Figure - Type of company MR works

Analysis- 83% of MRs work in Indian originated pharmaceutical companies like MacLeod's, Aristo, Cipla, Glenmark & many others, while only 17.1% of MRs work in MNCs like GSK, Sanofi, Boehringer Ingelheim and many other.

iv. Years of experience

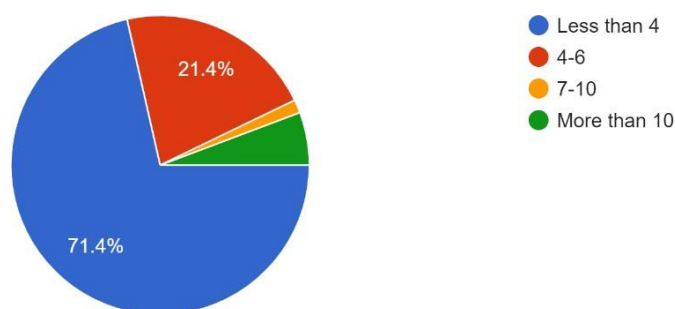


Figure - Years of experience

Analysis- 71.4% of total MRs have experience between less than 4 years and only 5.7% MRs have experience of more than 10 years.

➤ Survey Analysis

i. How has Covid-19 outbreak affected the In-clinic visits?

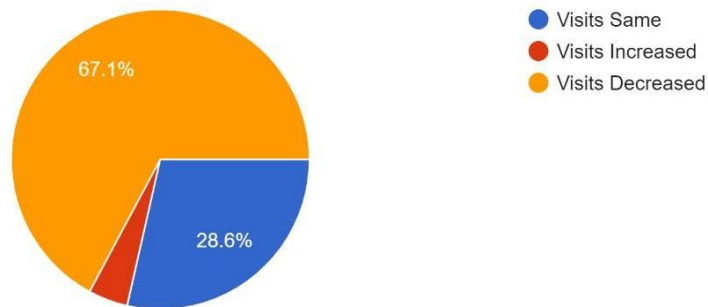


Figure - Effect of Covid-19 outbreak on In-clinic visits

Analysis- More than Half of the total participants (67.1%) believe that the In-clinic visits to the doctors has been the reduced, while around 28.6% say that their visits to doctors have been same. Around 5% said that their visits to the doctors have been increase and these MRs belong to the acute therapy segment.

ii. How many doctors do you visit on regular basis?

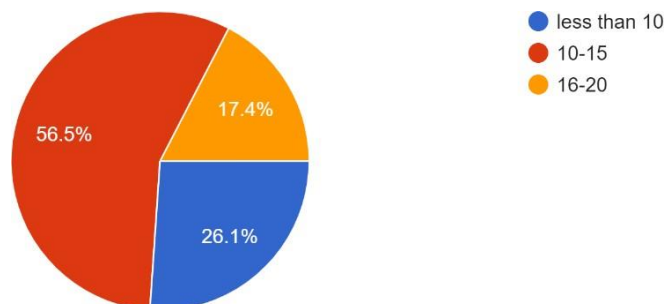


Figure - Years of experience

Analysis- Around 56.5% of MRs visited around 10-15 doctors daily, while 17.4% & 26.1% only 16-20 doctors and less than 10 doctors respectively.

iii. How much time you get with doctor for In-clinic visits?

doctor in-clinic

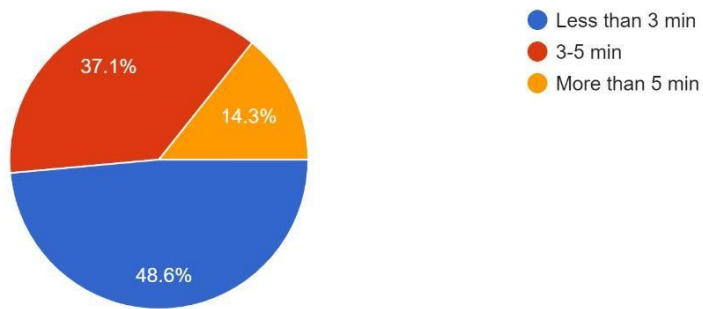


Figure - Time with doctor for In-clinic visits

Analysis- Around 48.6% of MRs agreed that they only get less than 3 min.

Analysis- Whether the time for In-clinic visits with doctors is affected with the experience of MRs

- Comment: It was observed that among the total MRs visiting 10 -15 doctors, maximum MRs had only 4-6 years of experience and were equipped with latest digital techs for detailing and visiting the doctors for In-clinic visits.

iv. Do you think, with regular in-clinic visits the prescribing behaviour of doctor is influenced?

Do you believe that regular in-clinic visits impact doctors' prescribing behaviour?
70 responses

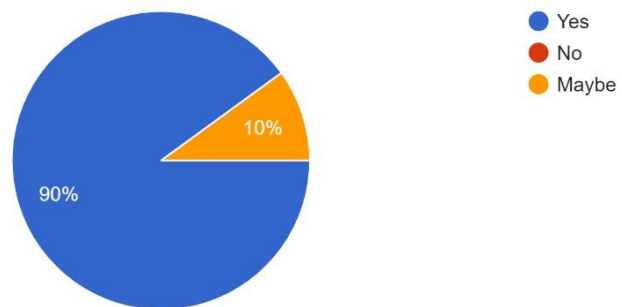


Figure - Effect of regular In-clinic visits on the prescribing behaviour of doctor

Analysis- 90% of total MRs agreed that regular visits increase the prescriptions for their brands. While among those, 50% MRs agreed that 8-12 visits are enough to increase their prescriptions for the brand.

- v. According to you, what type of content (w.r.t. your brand) doctor is most interested in?

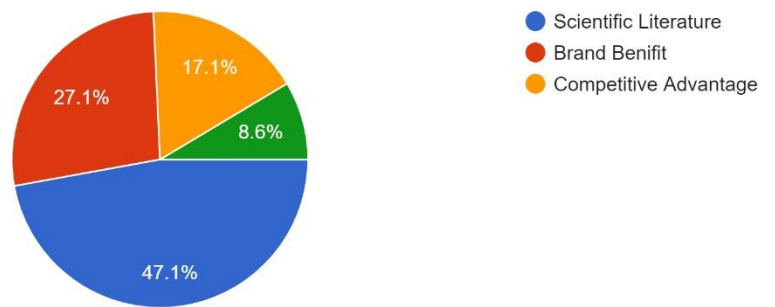


Figure - Type of content (w.r.t. brand) doctor is most interested

Analysis- 47.1% of MRs believe that doctors are more interested in scientific literature

- vi. What are the current challenges you face while In-clinic visits?

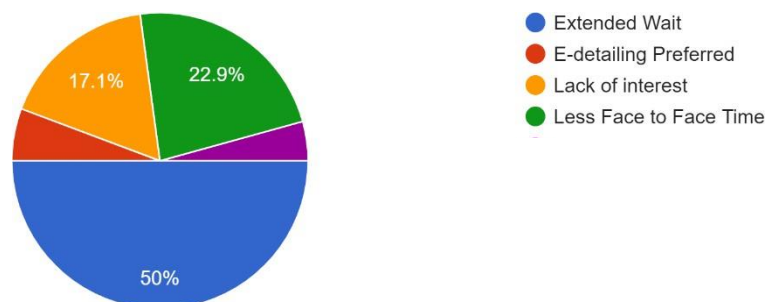


Figure - Challenges faced by MRs while In-clinic visits

Analysis- 50% of MRs face extended wait time as major challenge with doctors for In-clinic visits.

B. Data Analysis of Doctors' perception



➤ Survey Analysis

- i. How frequently do you allow visits from MR presently?

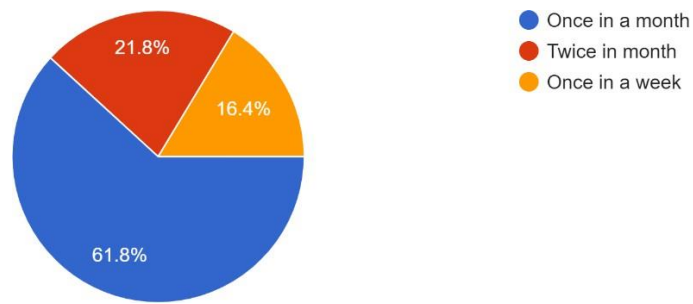


Figure - No. of MR visits regularly

Analysis- 61.8% of doctors visit MRs once in a month.

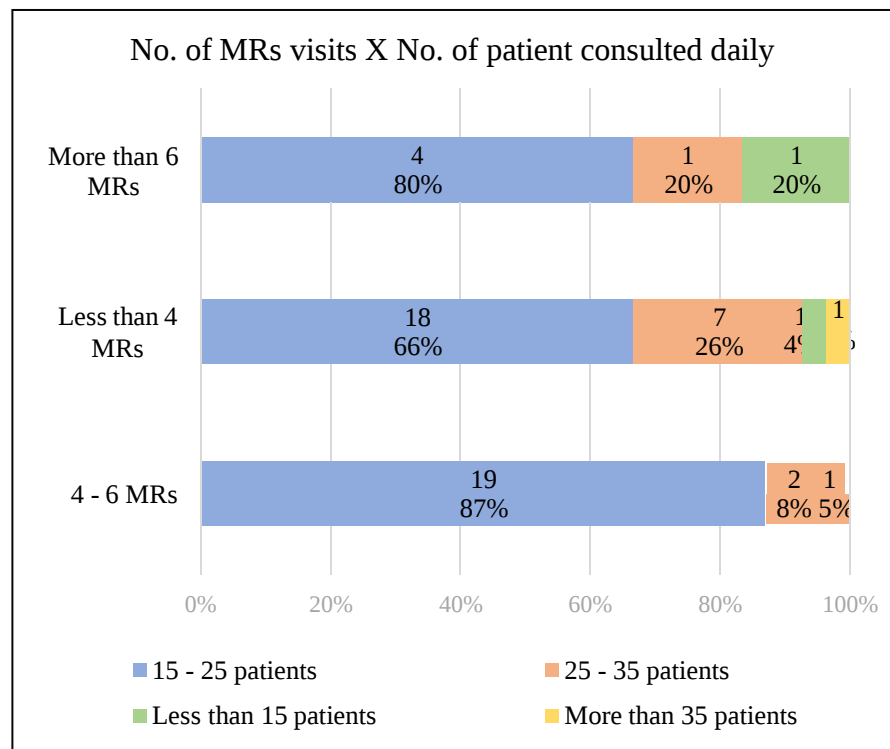


Figure - No. of MR visits X no. of patient consulted daily

Analysis- Among total doctors visiting 4-6 MRs, 87% of doctors consult 15-25 patients on daily basis.

ii. Does brand sampling help in your clinic practice?

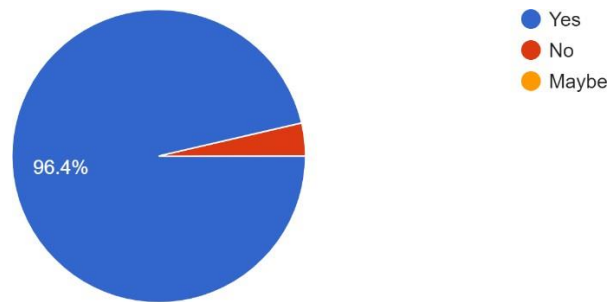


Figure 29- Are Brand Samples Useful?

Analysis- 96.4% of doctors believe that brand samples can satisfy them with the product.

iii. Does conducting OPD Camp help in increasing patient pool in practice?

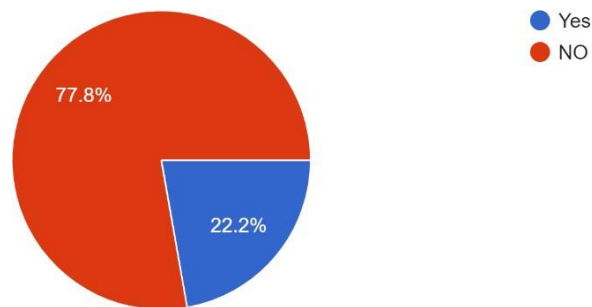


Figure – OPD camp

Analysis- 77.8% of doctors are not interested in OPD camps as its not increasing patient pool.

iv Do you feel digital interactions are more helpful and value adding than traditional physical interactions with Pharma companies?

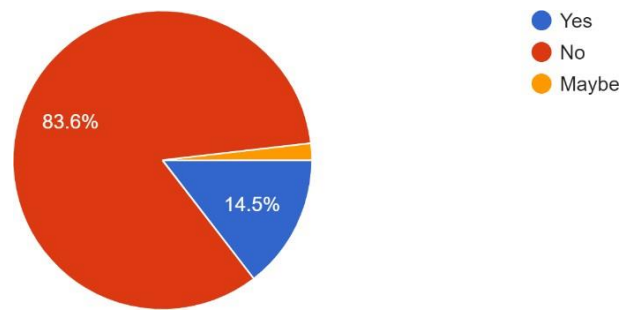


Figure- Digital Interaction

Analysis- It was observed that doctor's 83.6% doctor prefer Face to face interaction.

iv. What are the reasons for you to accept the visit by MRs?

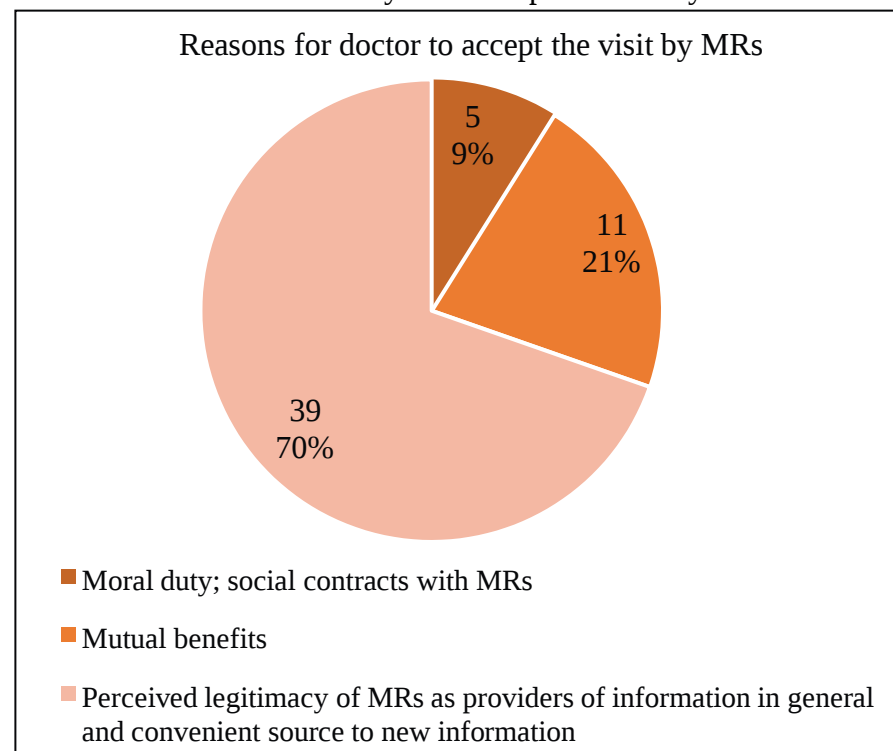


Figure - Reasons for doctor to accept the visit by MRs

Analysis- 70% of doctors perceive as legitimacy of MRs as providers of information in general and convenient source to new information.

Chapter 5

4.1. Conclusions - Working on the management project gave me a clear understanding of how to apply the concepts I learned in college, particularly the perceptions of MRs and doctors for in-clinic visits, and it also helped me become more assertive in communicating with various MRs and doctors.

- After interacting with 70 MRs and 55 doctors, it was found out that there is urgent need to enhance effectiveness of In-clinic visits for doctors- to make MRs more persuasiveness for value.
- According to the survey, the hit which was observed initially on In-clinic visits by MRs has been restored.
- MRs initially used to visit a greater number of doctors in their territory, but due to digitisation and e-detailing the numbers have decreased and majority of MRs visit 10-15 doctors on daily basis for In-clinic visits.
- Majority of the MRs who were able penetrate in chambers of doctors, only got less than 3-5 minutes to detail about their products or services and it also proved that time with doctors for In-clinic visits.
- Regular visits were shown to increase prescriptions for the brand but having 8-10 visits with proper brand and promotional reminders yielded the best results.
- According to MRs working in Indian pharmaceutical companies, they were able to capture the attention of doctors by providing samples and competitive advantages.
- However, stating competitive advantages in a very effective manner was also dependent on the tools used by MRs, with the majority agreeing that marketing gimmicks.

- Samples and scientific LBLs with case studies were found to be the most preferred promotional material among the various promotional materials, and they were as effective as any other parameter for increasing the effectiveness of In-clinic visits. It was proved that type of promotional material for doctors is totally independent of the company MR works.
- Now with the proper tools and promotional materials, the effectiveness of In-clinic visits was not able to achieve 100%, this was because of challenges which the MRs faced. The major challenge which they faced was less extended wait time.
- According to the research, many clinicians prioritized samples when prescribing a branded medication.
- The degree of sampling and its influence on the recommendation of branded medicines was high, with a value of 96.4%.
- According to survey, approximately half of the doctors only allowed less than 4 MRs visit on daily basis due to high patient pool.
- Doctors basically agreed that major updates regarding to latest healthcare trends were provided by MRs in the form various types of literatures inputs or digital material. It was also demonstrated that the time allotted to MR for in-clinic visits was completely independent of the doctors' experience. It was solely determined by the content type.
- According to doctors, MRs should consider responding on a regular basis, having a positive personality, and having good salesmanship when upgrading their skills.
- Doctors viewed MRs as providers of up-to-date information in convenient formats, which was a major factor in their acceptance of MRs' in-clinic visits.

4.2. Recommendations

- It's primarily to improve the efficiency of MR in-clinic visits because it's the most direct way for a pharmaceutical company to communicate with doctors directly about a product or service.
- The most important parameter that any top-level management should consider is increasing the credibility of the MRs, because they are the company's face in front of doctors.
- They should be given more digital tools to help them get more out of their in-clinic visits.
- The MRs should focus more on maintaining good relationships with doctors and should retain old doctors rather than acquiring new doctors because the chance of making a profit from retained doctors is 15-25 percent, whereas the chance of making a profit from new acquired doctors is only 5-10 percent.

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