

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



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01 Introduction



Industry 4.0 means “advance digital transformation of industries and on its value, creation processes”

Main promotional thrust of the pharmaceutical industry is through its medical representatives

Medical Representatives profoundly affect the way a doctor prescribes

In-clinic detailing: Physical interaction of MR with Doctor, to inform about the product portfolio

❖ Objectives

To analyze the perception of medical representatives towards in-clinic visits.

To determine the effectiveness of in-clinic visits by medical representatives from doctor's point of view.

To identify the current challenges faced by medical representatives for in-clinic visits.

03 Research Methodology

Primary Research

- Product Management team
- Marketing Head
- Medical Reps

Secondary Research

- News Articles
- Blogs
- Publications

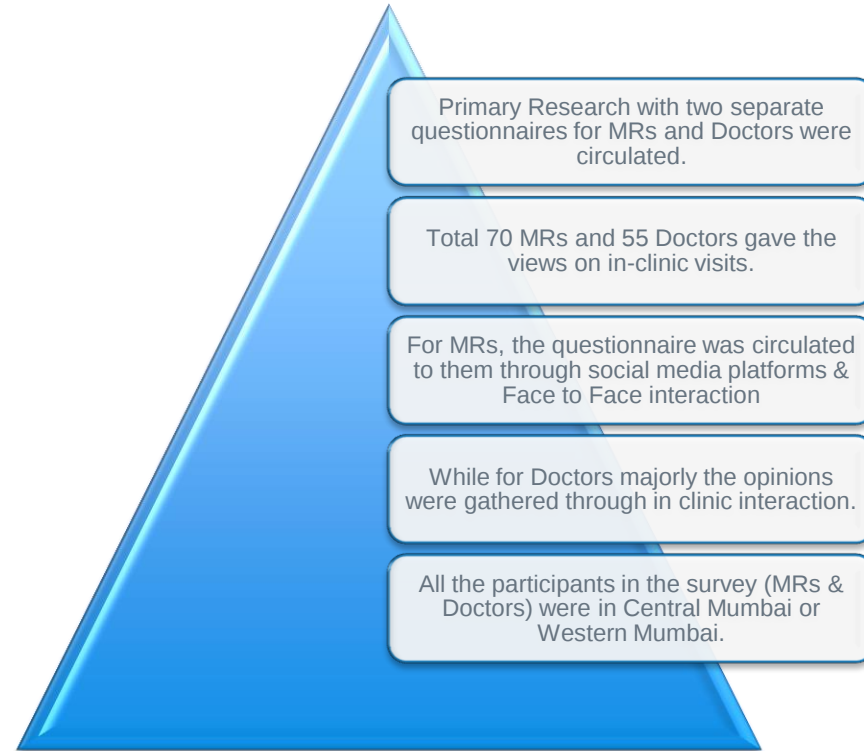
Interpretation

- Adaptability
- Data Interpretation

Research Design

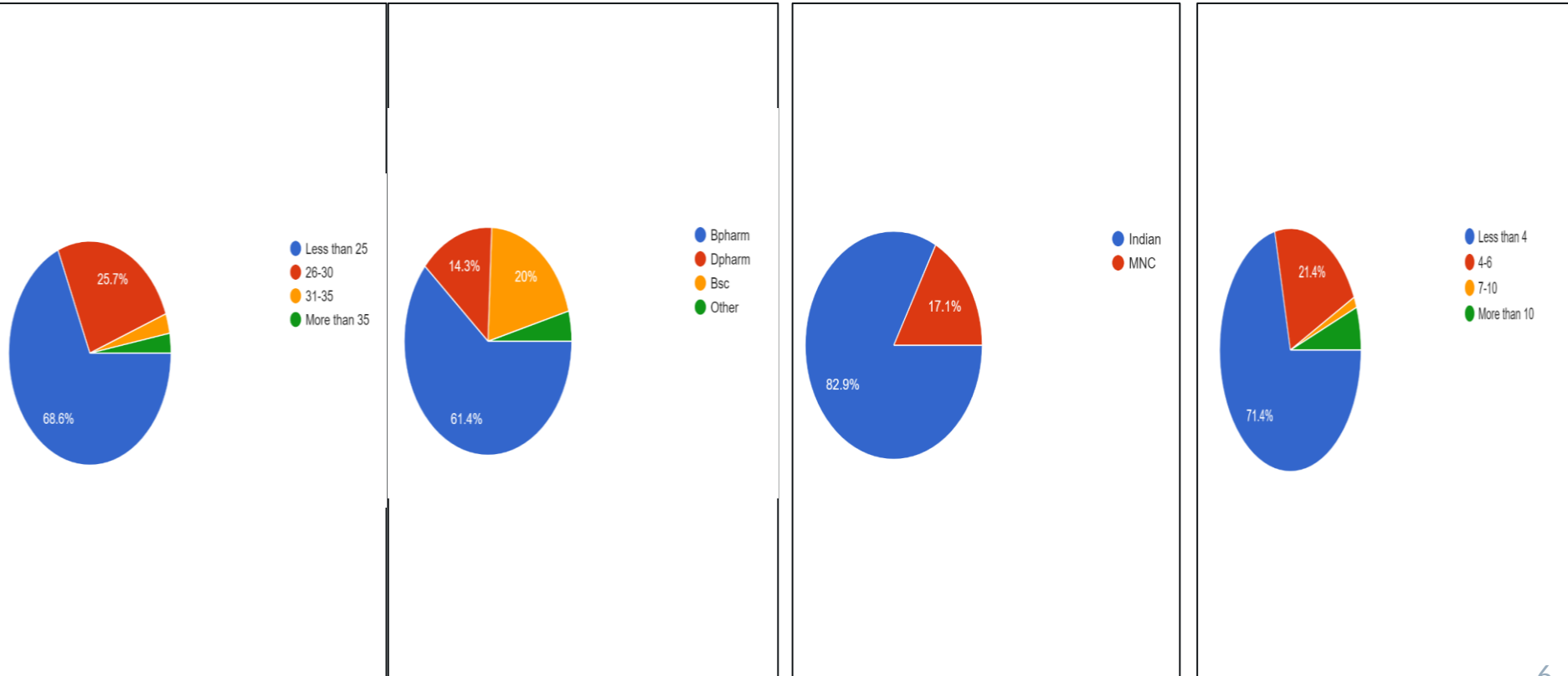
Research type	Primary Research: Quantitative Research
Tool of data collection	A market research questionnaire containing closed ended questions.
Type of questionnaire	Structured
Mode of data collection	Google Forms created and In-dept interviews
Sample selection	Medical Representatives and Doctors in Central Suburban Mumbai
Target Respondents	Medical Representatives and Doctors
Sample Size	70 Medical Representatives and 55 Doctors

04 Findings

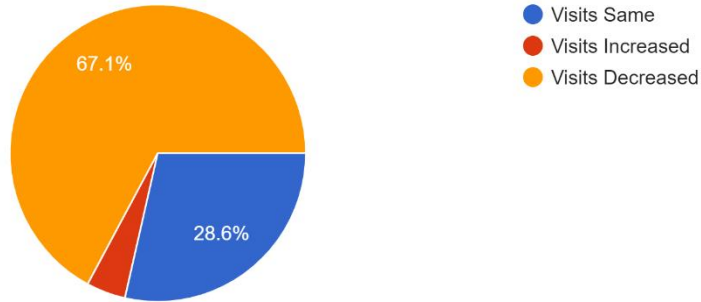


A. Data Analysis of MRs' perception

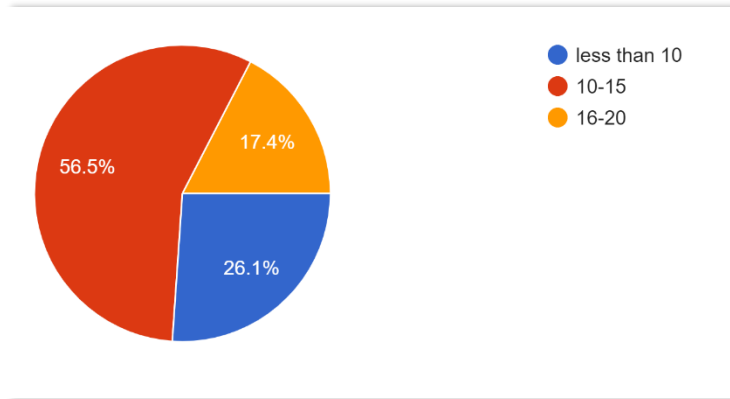
❖ Demographics



❖ Perception of MRs

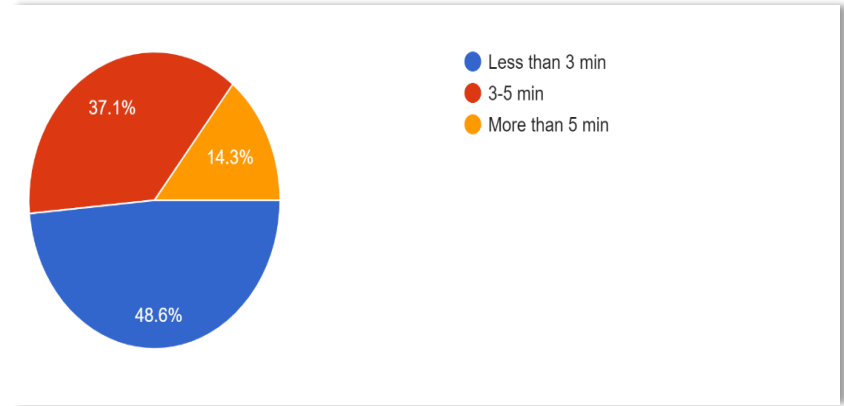


Comment: More than Half of the total participants (67.1%) believe that the In-clinic visits to the doctors has been the reduced, while around 28.6% say that their visits to doctors have been same. Around 5% said that their visits to the doctors have been increase and these MRs belong to the acute therapy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



Comment:

79% of MRs visited around 10-15 doctors on a daily basis.

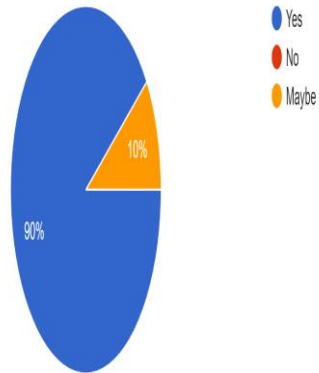


Comment:

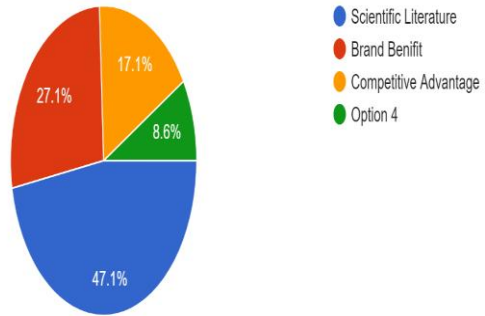
- Around 48.6% of MRs agreed that they only get less than 3 min.
.

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

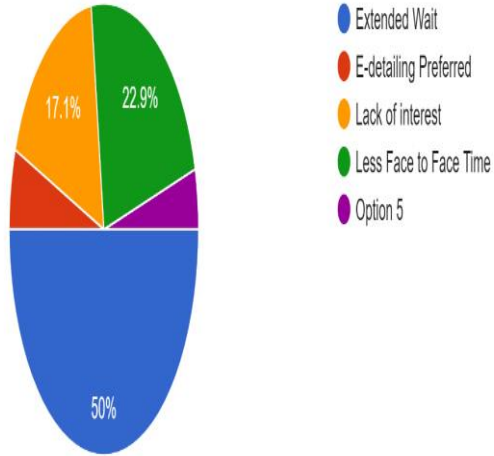
70 responses



Comment: 90% of total MRs agreed that regular visits increase the prescriptions for their brands.

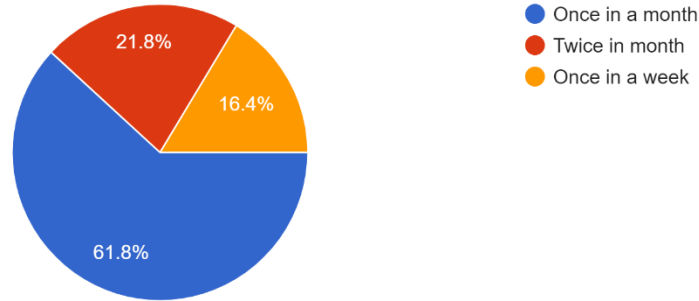


Comment: 47.1% of MRs believe that doctors are more interested in scientific literature



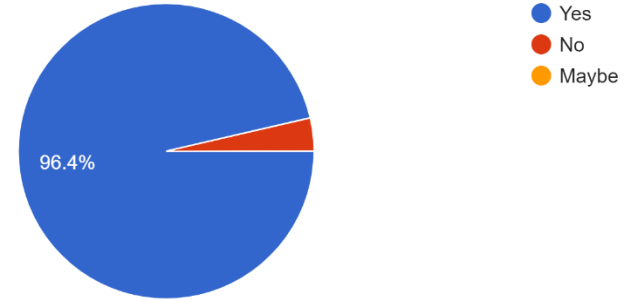
Comment: 50% of MRs face extended wait time as major challenge with doctors for In-clinic visits.

❖ Perception of Doctors



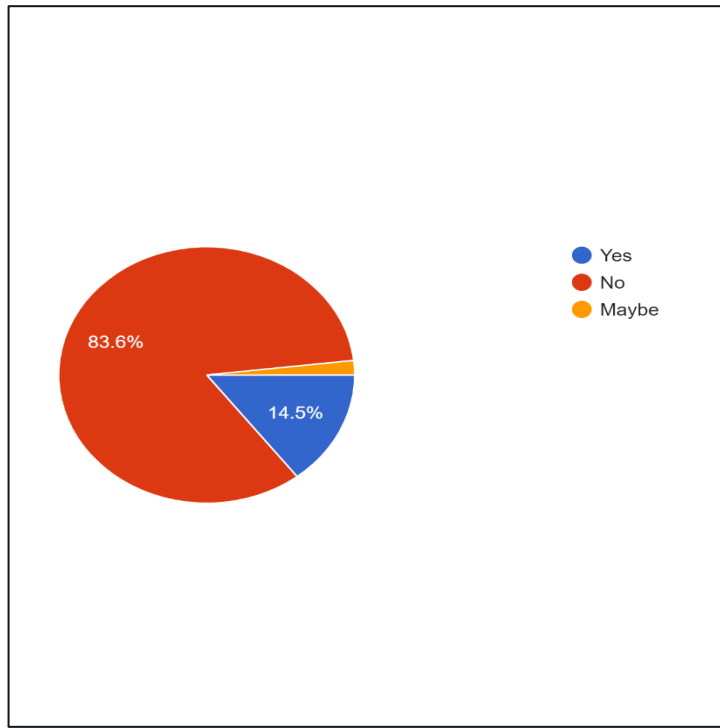
Comment:

61.8% of doctors visit MRs once in a month



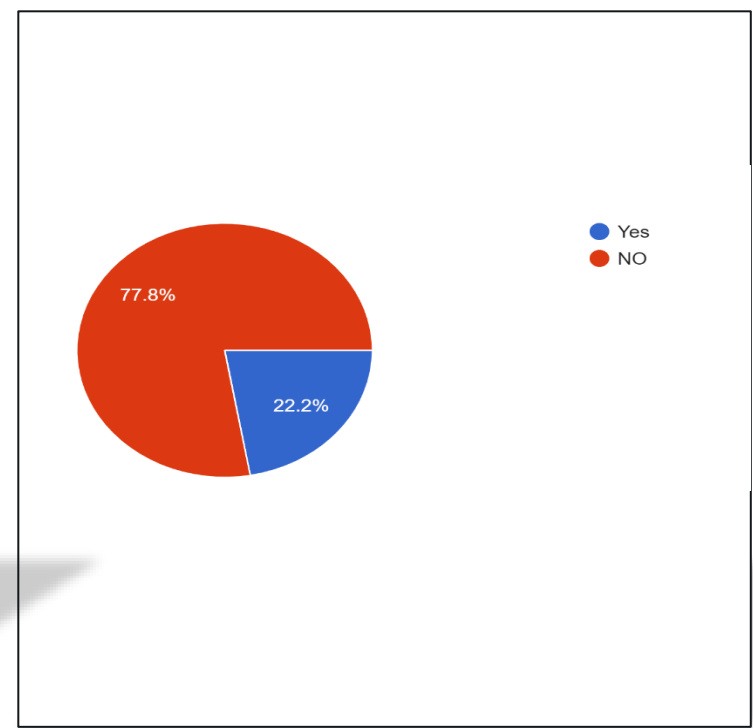
Comment :

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



Comment:

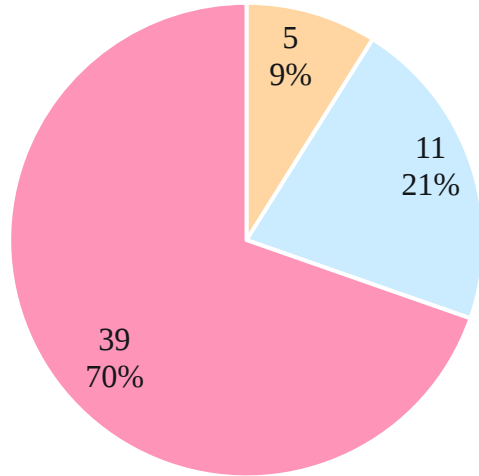
It was observed that doctor's 83.6% doctor prefer Face to face interaction.



Comment:

77.8% of doctors are not interested in OPD camps as its not increasing patient pool77.8% of doctors are not interested in OPD camps as its not increasing patient pool

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



- Moral duty; social contracts with MRs
- Mutual benefits
- Perceived legitimacy of MRs as providers of information in general and convenient source to new information

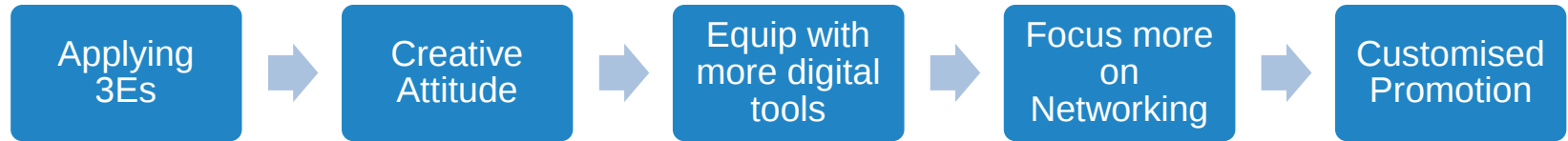
Comment:

70% of doctors perceived legitimacy of MRs as providers of information in general and convenient source.

05 Conclusion

- ▷ 10-15 doctors visited on daily basis for In-clinic visit and got less than 3-5 minutes to detail about their products or services
- ▷ Major challenge which they faced was extended wait time with the doctors
- ▷ Doctors basically agreed that major updates regarding to latest healthcare trends were provided by MRs
- ▷ Sampling influenced on the recommendation of branded medicines was high,(96.4%).
- ▷ The impact of the OPD camps is in the low impact category

06 Recommendations



References

- ▷ Doxee, 20022) Available from: <https://www.doxee.com/> • (American International Journal of Business Management , 2018) Available from <https://www.ncbi.nlm.nih.gov/>
- ▷ (Pharma 4.0: The Ultimate Guide to Digital Transformation For Life Sciences Manufacturers)
 - (A Patient Technology Acceptance Model (PTAM) for Adoption of Telehealth, 2022)
- ▷ • (American International Journal of Business Management , 2018) Available from <https://www.ncbi.nlm.nih.gov/>
- ▷ • (Pharma 4.0: The Ultimate Guide to Digital Transformation For Life Sciences Manufacturers)
- ▷ • (A Patient Technology Acceptance Model (PTAM) for Adoption of Telehealth,2022)

Thank You