



Impact of PSRs on Physician Prescription Behaviour

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01 Introduction &
Objectives

02 Methodology

03 Results Analysis

04 Conclusion



A close-up photograph of a hand holding a small, round, green pill between the thumb and index finger. The background is a blurred image of a person's face, focusing on the mouth and chin area. The lighting is soft and natural.

01

Introduction

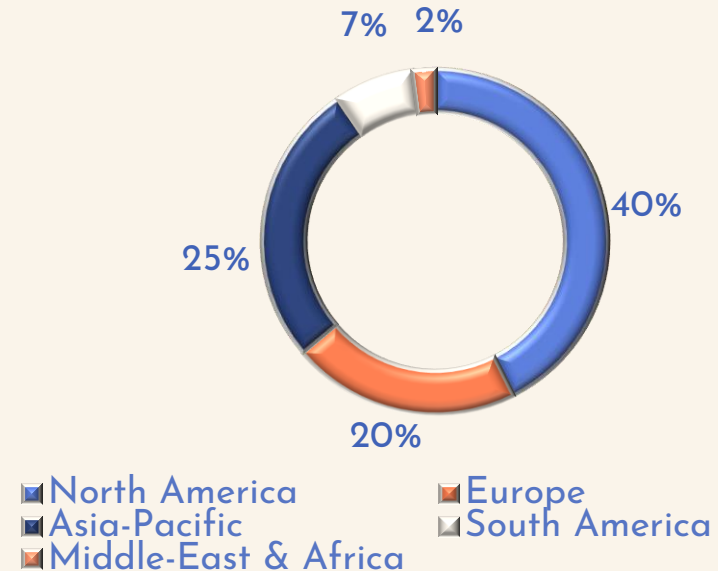
Introduction

Global Pharmaceutical Market

- CAGR to increase 5.4% between 2018-2022 across 60 countries
- Global Prescription Drug Sales to increase at CAGR 6.9% (2010-2024)

Country	Spend on Marketing & Promotion (Bn. USD)	% Sales Contribution
North America	89	40%
Europe	50	20%
Asia Pacific	26	25%
South America	7	7%
Middle East & Africa	2	2%

Spending on Sales & Marketing Promotions



Indian Pharmaceutical Market

- THE PHARMACY OF THE WORLD

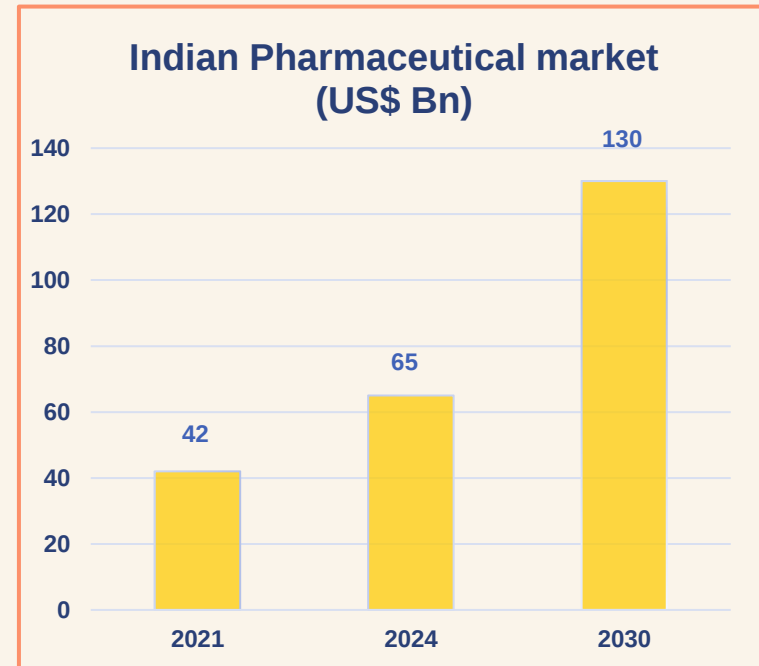


Market Size

Worth- **42 Bn. USD**

Expected to grow **12% YoY FY22**

- Access to affordable HIV treatment
- Biggest Suppliers of Low cost Vaccines in the world
- Inexpensive Generics
- Low cost Production and R&D
- Cost effective technologies
- World class national laboratories



Indian Pharmaceutical Market^{THE}

PHARMACY OF THE WORLD



Opportunities:

- Government-funded Health insurance programmes
- Large, Highly-skilled & economically efficient workforce

Exports & Global Market place presence

Challenges:

- Importing Intermediates & APIs
- Out-of-Pocket Expenditure
- Regulatory Authorities

Pharmaceutical Sales Representatives (PSRs)

Employed by the pharmaceutical companies & are essential in educating doctors about prescription medications and influencing their prescribing practises

Roles & Responsibility:

- Generating Sales
- Developing connections with Doctors
- Informing Customer about new Products
- Providing rewards & samples
- Customizing marketing & communication strategies
- Ethical advertising techniques



Physician Prescribing Behaviour

Physicians' prescribing behaviour is defined by a variety of variables, including patient demands, remedial efficacy, cost- effectiveness, and safety considerations.

Factors affecting Prescription Behaviour:

1. Early Prescription Behaviour
2. Regulatory Aspect
3. Price of Drug



Research Objectives



- To identify the extent of exposure of physicians to PSRs and the nature and frequency of interactions between physicians and PSRs.
- To examine the effect of PSRs on GP recommending behaviour and identify the aspects related to them that influence prescribing behaviour.
- To explore the opinions of health care professionals about the effect of PSRs on prescribing behaviour and their attitudes towards PSR practices.
- To determine the strategic marketing implications for pharmaceutical companies.
- To classify the different marketing tools used by pharmaceuticals for product promotion

Methodology



Phase I

Selection of
Variables
involved in the
study



Phase II

Selection of
Sample & Data
Collection



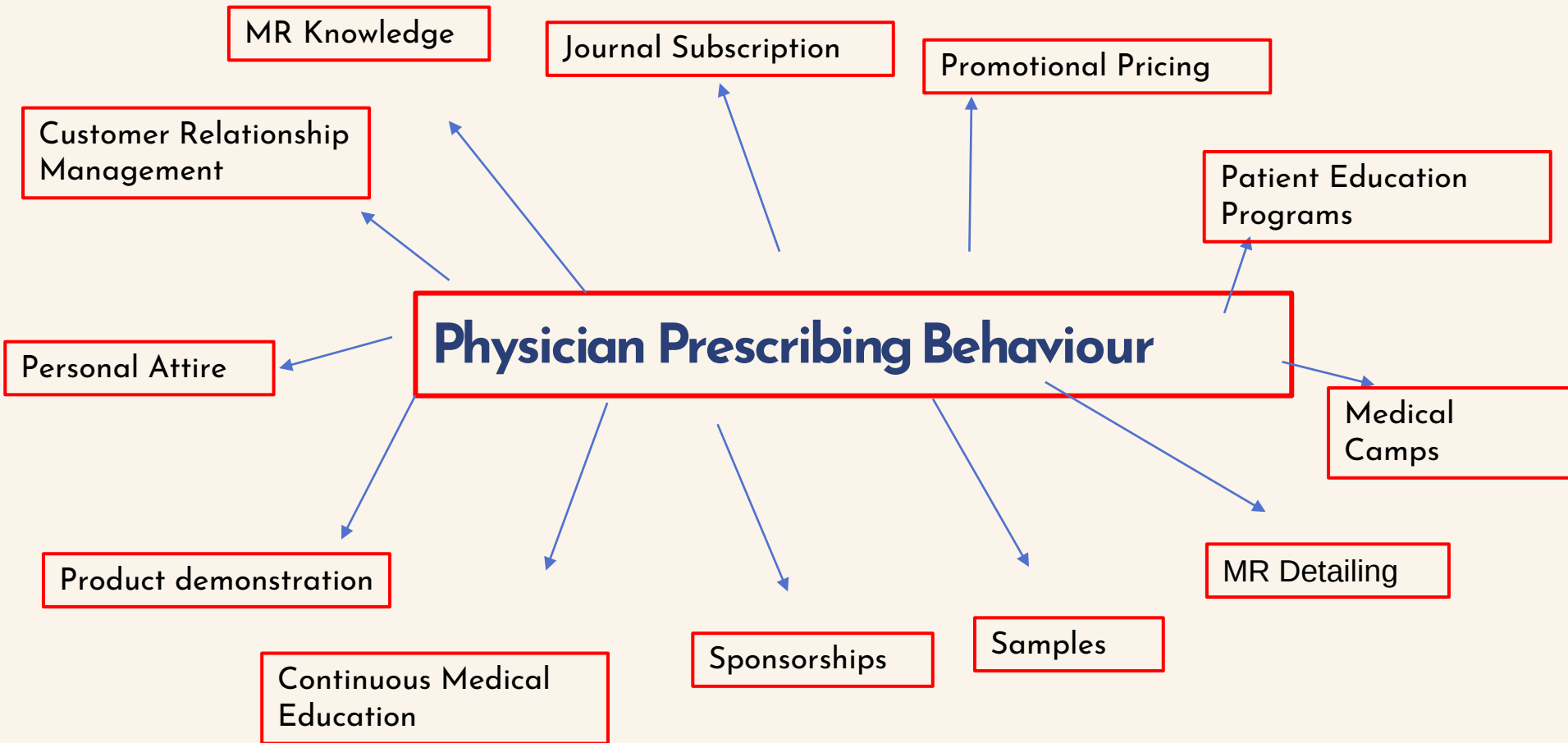
Phase III

Analysis of the
data using
appropriate
statistical tools



Phase IV

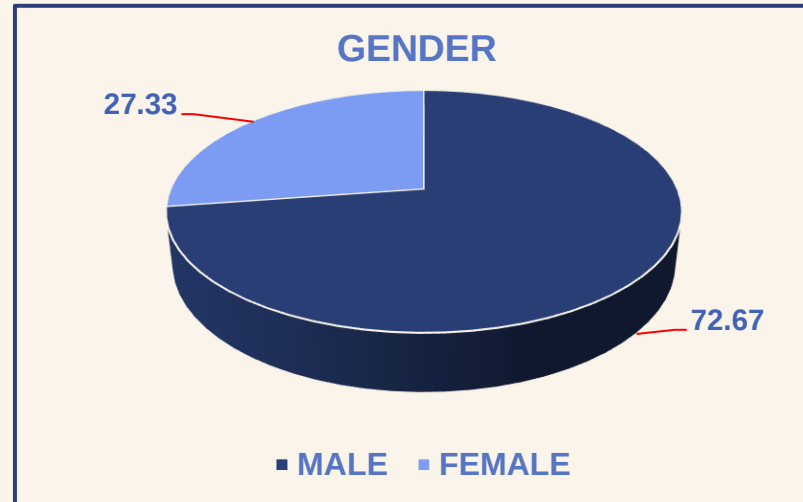
Findings &
Conclusion



Results: Characteristics

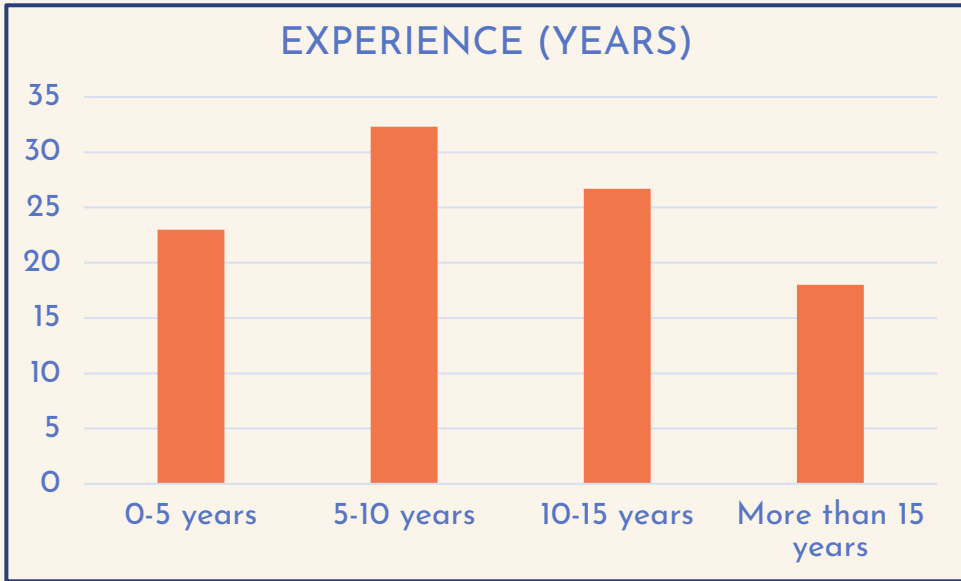


Characteristics	n (%)
Gender (n=161)	
Male	117 (72.7%)
Female	44 (27.3%)



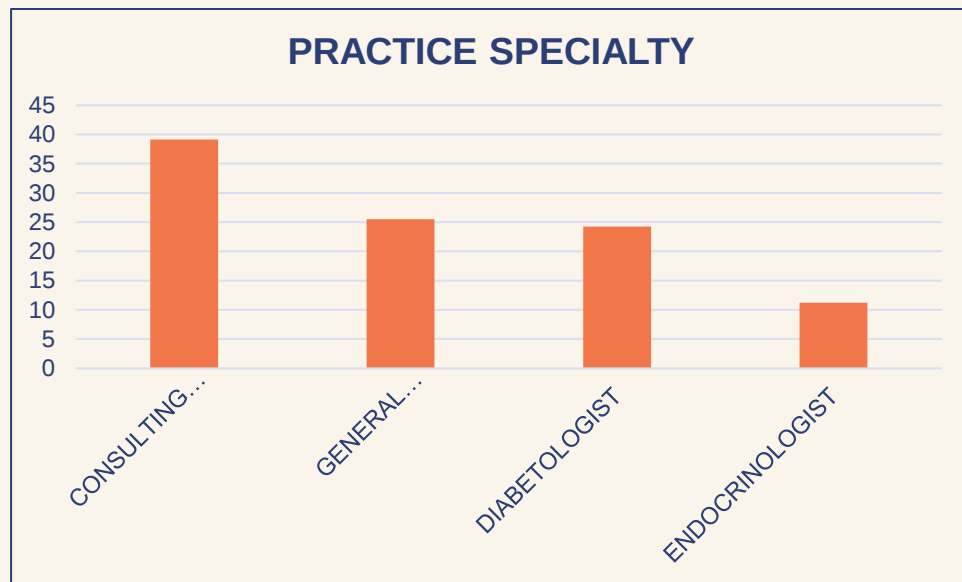
Results: Experience (in Years)

Experience Years	in	N	%
0-5 Years		37	23
5-10 Years		52	32.3
10-15 Years		43	26.7
More than 15 Years		29	18



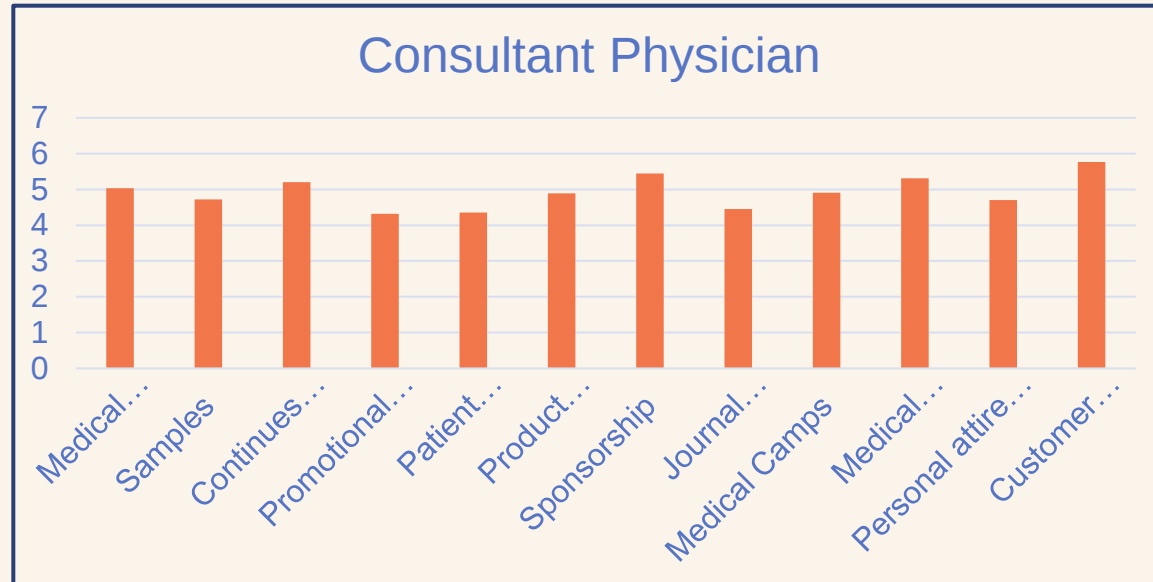
Results: Specialty

Specialty	
Consultant Physician	63 (39.13%)
General Practitioner	41 (25.5%)
Diabetologist	39 (24.2%)
Endocrinologist	18 (11.2%)



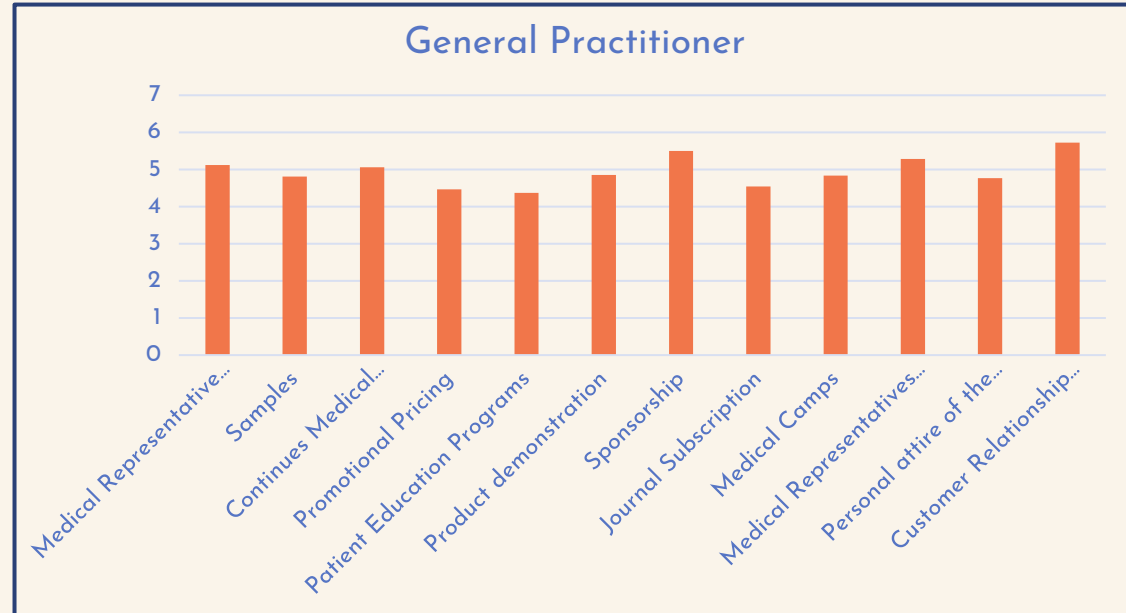
Results: Consultant Physician

- Customer Relationship Management was the most preferred activity by the consultant physicians.
- Following that, Sponsorships, CME programs, MR detailing, Product demo, Medical Camps, Samples, Personal attire of the medical representative, Patient Education programmes and lastly Promotional Pricing



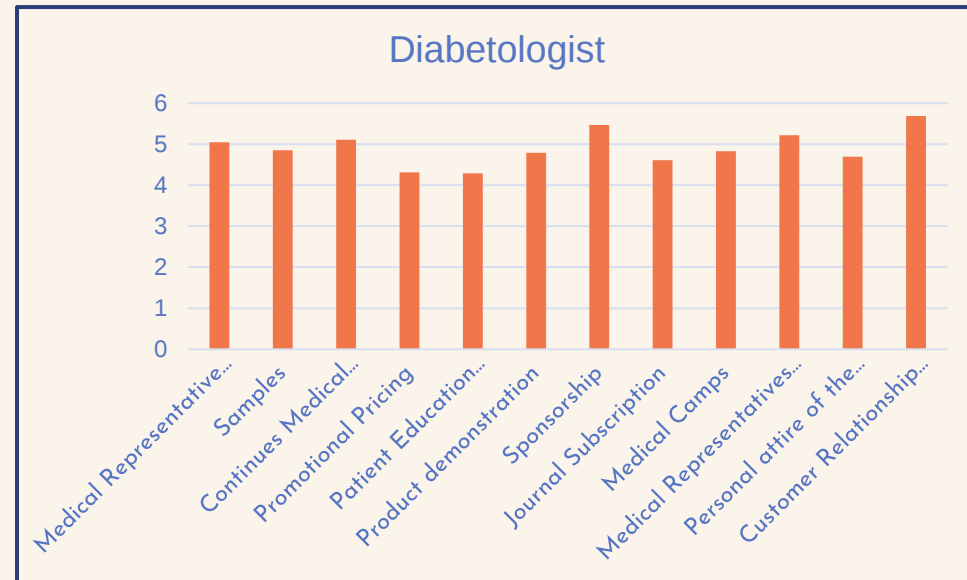
Results: General Practitioner

- Customer Relationship Management was the most preferred activity by the consultant physicians.
- Following that, Sponsorships, Continuous Medical Education programs, Medical Representative detailing, Medical Camps, Product demonstration, Samples, Personal Attire of the company representative, Journal Subscription, Patient Education programmes and lastly Promotional Pricing.



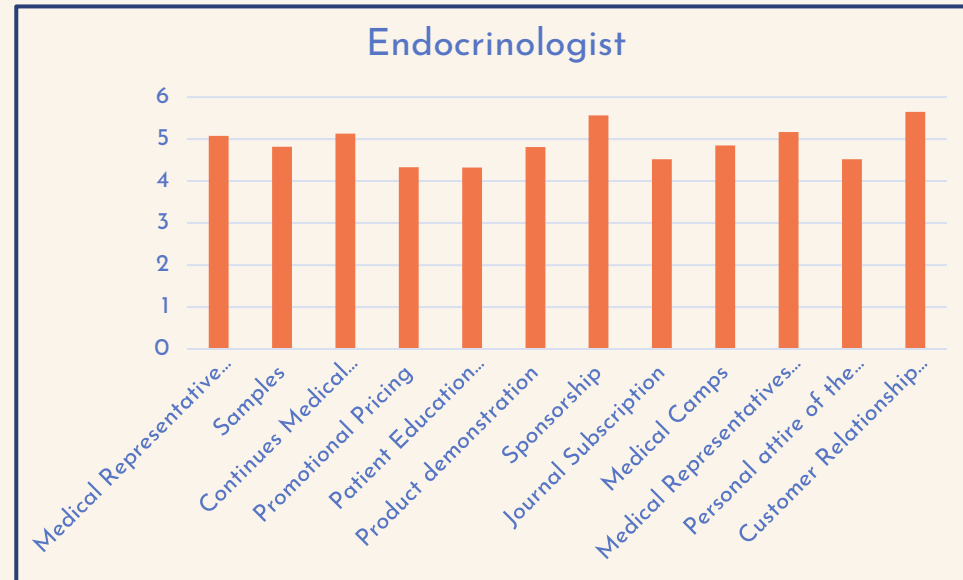
Results: Diabetologist

- Customer Relationship Management and Sponsorship kind of activities are more preferred by the Diabetologists
- Least preferred one is Promotional Pricing as for them their patient care is priority



Results: Endocrinologist

- At the Endocrinologist level, the most important activity is the Customer relationship management
- Trailed by the Sponsorship, MR Knowledge, CMEs, their detailing of the product, Samples, Medical Camps, Personal attire of the company representatives, Subscription, Patient Education programmes and lastly Promotional Pricing.



Conclusions



- Pharmaceutical marketing tactics have a positive influence on the clinician's prescription habit/behavior in varying proportions
- The long-term relationship with doctors as well as market presence helps companies to build their equity in the doctor's mind & which can be encashed further with the help of various promotional activities
- Few promotional tools like promotional pricing, product demonstration, sponsorship & medical camp don't show their effectiveness in influencing prescription behavior
- Government rules and regulation helps to encourage the ethical promotion of drugs by pharmaceutical companies; in India



Thanks

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