

**The impact of COVID-19 on the marketing strategies of
pharmaceutical companies for promotion of the products**

DISSERTATION

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled “**The impact of COVID-19 on the marketing strategies of pharmaceutical companies for promotion of the products**” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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Date: 25/06/2022

IIHMR UNIVERSITY, JAIPUR

CERTIFICATE

This is to certify that the project entitled “**The impact of COVID-19 on the marketing strategies of pharmaceutical companies for promotion of the products**” submitted in partial fulfilment of the requirement for the degree of Master of Business Administration in IIHMR, Jaipur embodies the original work carried out by **Mr. Sudarshan Trambak Phatangare** under my supervision at School of Pharmaceutical Management, IIHMR University, Jaipur has successfully completed his dissertation under Mr. Rahul Sharma during March 22, 2022 to June 19.

Place: Jaipur

Date: 25/06/2022

CERTIFICATE

This is to certify that dissertation titled “**The impact of COVID-19 on the marketing strategies of pharmaceutical companies for promotion of the products**” is a record of the research work undertaken by Sudarshan Trambak Phatangare in partial fulfillment 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 approach to the research study has been sincere, scientific, and analytical.

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ABSTRACT

We all know that our Pharmaceutical industries are based on the two most important department. One is product management team and other is sales team. After the manufacturing of the product when it went to the market those these two departments are most important to run the product in market and to make profit. But due to the Covid-19 there was very drastic change happen in the marketing plans and strategies. After the covid-19 everything change in the market and this covid-19 also affected the market and doctors. We all know that our marketing team and sales team try connect with doctors to sell the product, but this covid-19 doesn't allow the marketing teams to the meet the doctors and this started affecting the sales of products. Meeting doctors and detailing about the product the doctors so that doctor can understand what we have and what we are selling. During the visit to doctor us use a lot of different type of the ideas like using Visual aid, leave behind literature, educating the doctor about product and market. All these type of the plans are used by sales team. But Covid-19 doesn't allow the marketing team and sales team to do this.

But as we know that every difficulty comes with any new opportunity. So our marketing teams started to develop the new plans and strategies which will to sell the product. So to understand those marketing plan I started to interact with product managers and sales team. I prepared the questionnaire and send it the marketing teams and try to get the responses over the marketing plans. I also try to contact the sales team by mobile calls to understand that how they're dealing with doctors in this Covid-19. And whatever the responses I get I have added those responses in this project. And try to get the conclusion.

CHAPTER 1: INTRODUCTION

Marketing

Philip Kotler defines **marketing** as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. In pharmaceutical industry when we say the marketing that means the product management team which responsible for the marketing of the pharma products. Making the profit for our organization is totally depend on the sales of the pharma products. PMT teams makes the plan and sales team apply that plan in the market. Making the profit the most important target of the marketing team.

The pharmaceutical industries work in two types, one is the B2B and another is B2C. And to make the profit in the business we need to find the customer. In B2B we can sell our products direct to the industries and in the B2C we can sell our product to the customer. In pharma our customer is the doctors and the patients are the consumer. So your profit is totally depend on the type of the business you are doing. There are lot of companies that sell the API (active pharmaceutical ingredient). EX. Teva API ltd, Pfizer, IPCA ltd, Dr. Reddy.

In our pharma if you want to make the profit then you have to satisfy the customer with your product. Offering the best solution to our partner or to our customer and consumer is the way to make the customer value. If you are able to provide the best to the customer then this also helps you to get more customers. That why having the best product is most important.

Philip Kotler’s definition of Marketing –

Marketing is making the profit by satisfying the customer. Marketing is the continuous process where the marketing manager try to understand the customers’ needs and wants and try to provide the product in the solution. T understand the customer needs and wants we need to go through the various processes like to doing the primary and secondary research in the market. Talking to the customer to understand there mind set towards the product. There are some Pharma companies that also try to do the neuron marketing where then read the mind thinking by using the different type of the machines.

Marketing covers four basic activities:

1. Doing a market research to understand the customers’ needs and wants.

2. Using all the companies' resources that we have to manufacture product and to market the product.
3. Preparing the marketing plan by using different type of the strategies like marketing mix, price, place, promotion, SWOT analysis, etc. So that you can make a perfect plan to launch the product in market
4. Launching the product in market to satisfy the customer and doing an innovation in the product is necessary.

In essence, marketing requires:

- (a) The identification of consumers' understanding what customer want and what they bought, from where they bought and how they bought and most important is which companies product they bought.
- (b) Then we plan to target the customer base on the different type of the segmentation. In pharma we mostly divide the customer (doctors) base there speciality
- (c) Targeting those customer which are easy to target. And then also trying to find new customers in the market to sell the product.

Managing marketing plans and strategies in the pharmaceutical sectors.

To change the environment for the marketing, marketing manager use the lot of tactics and strategies. Making these plan are different from the other sectors like IT sector and automobile. Just making the advertisement of our product is not enough. Our product will be sell only when we have a good relationships with the doctor. And to make a good sell of our product and to make a good relationship with the doctors, marketing manager use the different type of the plans and strategies. Every company have their different strategies to make a strong relationship with doctors.

The use of marketing provides a competitive edge, penetration into new markets, the acquiring of new customers, and ultimately the achievement of the business objectives.

Most of the companies believe that marketing department is not a single department who is responsible of the profit making. When all the departments come together to make a good product and to sell it to the customer then only the company can grow. When all departments like RnD

gives you're the product which differentiate your product in market, when manufacturing department gives you're the most pure form of the product, financial department gives you the perfect budget to manage the product in market, human resources give the perfect employee, then only the sales and marketing team can give their best. These all things are very important when you launch a new product in market. And this type of the marketing where all departments come together to make profitable organization is only know as the Holistic marketing

Marketing is also responsible to check the distribution channel of product. The marketing manager also look that is our product is available at the site or not. Making product available is also important. Because if you are doing your marketing but you are not looking at our product presence in the market then it is totally waste of time. In market there are lot of substitutes are available. So it is very important that you will take care the products availability.

Marketing's role in pharma

We all know that need most of the books and articles says that the marketing starts with the understanding the wants and needs of the customers. But in the pharma just understanding the needs and want is not enough. With the wants and needs you also need to understand the promotional activities that we do for the doctors. And other decision makers in the pharma sector. There are lot of companies which understand the need of the doctors and try to complete them because the doctors are most important in decision making activity.

In marketing the patient are very important that why the sits at the top of the chain. So that they can use the product that pharmaceutical industries provide. The wider manufacturing supply chain which constitutes various suppliers (lab equipment, chemicals etc.), R&D and discovery, production and delivery. Marketing, therefore, exists heavily in both B2C and B2B pharmaceutical environments to inform stakeholders of the options available to them.

Characteristics of the market

Pharmaceutical market sector consist of lot of the rules and regulation for the things like for the manufacturing there are manufacturing guidelines are given, for the clinical trials there are two type that is pre-clinical trials and clinical trials (phase 1, phase 2, phase 3, phase 4) in phase 4 is the post marketing surveillance. For the payments also there very critical things that are involve for the decision makers. And this gives the limitation for the marketing department. In the pharmaceutical sector there are only 600 to 700 molecules available. And from that

pharmaceutical industries making the lots of the different type of the brands. Because of the less molecules for manufacturing the pharma sector making the lots of the products which are very same to each other. And because of this selling the products become difficult. If you really want to sell the product then Innovation can help us.

Lots of companies are trying to do the innovation for their product. They are trying to find new product so that they will get the monopoly in the market. And this type of the monopoly can be live for 20 years. Whenever any company find something new product then they get the patent for that product and they that patent lives for the 20 years.

Marketing team need always thing that they need to differentiate their product and for that they need to find something new and innovative in there product in B2B and B2C business. Product substitution, manufacturing innovations, competitive planning, supply chain management, and most is awareness of our product all these things help the marketer to sell it.

Keeping in touch with the market

Keeping the touch in the market is very important that how market is changing as we know in 2020 the market change due to the covid-19. This type of the change can be happen in the future also. So the marketer also need to understand that whenever this type of the changes happen in the market then they have to change their marketing strategies to sell the product in market. There are lot of changes happen in this covid-19 and because of the doctor's doesn't allowing the sales team to meet. Even they stop to going in the meeting of pharmaceutical companies. In covid-19 doctor got very busy due to that higher number of the patients and unavailability of the medicines in the market. In such times the marketer need to think in different way to caught the sales.

In Covid-19 the glenmark come with Fabiflu in which Favipiravir (T-705) present, a broad spectrum inhibitor of viral RNA polymerase, which is anti-viral drug use in the Covid-19 treatment. And this drug helps glenmark to achieve a very good growth and profit in the market. So this type of the innovation in changing market is very important. Even doctors preferences changes according to the market change. External and internal stakeholder are also important because as the market changes there thinking also changes.

CHAPTER: 2 COVID-19

The Covid-19 first found in the China Wuhan. This Covid-19 is caused by the SARS-CoV-2. According to the WHO the new and first virus found on 31 December 2019. And this is the reason why the 1st lockdown held in India.

What happens to people who get COVID-19?

Those who got the Covid-19 from them 80% of the patient recover from the COVID-19. From them 15% people become seriously ill. These people required oxygen during the treatment. And other 5% required the need of intensive care.

Those people die in the Covid-19 are because of the respiratory failure, acute respiratory distress syndrome (ARDS), sepsis and septic shock, thromboembolism and/or multiorgan failure, including injury of the heart, liver or kidney.

In the very rare situation, the children face the inflammation in the respiratory track after few weeks of the infection. Scientists started working on the virus. The pharmaceutical companies also started working to find the new drugs for the treatment and to work on the vaccine.

Those patients suffering from the Covid-19 very seriously need the oxygen to support the treatment. And those people at the last stage of the covid-19 need the ventilation for the patients.

Dexamethasone is a corticosteroid that can help reduce the length of time on a ventilator and save lives of patients with severe and critical illness.

From the WHO the remdesivir, hydroxychloroquine, lopinavir, ritonavir and interferon are the drugs used in the treatment of Covid-19. But the WHO does not say that these drugs will be useful for the Covid-19.

Hydroxychloroquine also a drug which does not show any benefit for the treatment of COVID-19.

WHO also says that to not take the self-medication for the Covid-19. Any type of the anti-biotic and anti-viral drugs should be taken only under physician.

Challenges faced by industries

Mitigation measures

When the Covid-19 hits the industries then everyone started to think that how they are going to work now. So the most of the industries decided to allow their employees to work from home,

The HR team was responsible to understand the employees situation like where they are currently situated, what about their health status, is it possible that employee can work from home and also try to understand the family health issues

It was a big issue that what about those employees who are working from the plants. And industries plan the working according to that for the plant workers.

Those who work from HQ, for those employees it was an easy to work from home. This also keep them safe from Covid-19

HR also started to take the daily update of the employees' health. They have also started the digital employee health declaration system to track the health of employees.

The most important is that our sales tem and product management team also started working from home. There are lot of issues they face to understand the need and wants of doctors. They stared a lot of things to do in the Covid-19 to meet the doctors or to have virtual interaction with doctors. We are going to discuss those problems and the solution for those problems in this report.

- Set up a panel of doctors to provide virtual guidance to employees on health issues. (COVID HR team to monitor).

- ✓ Contamination due to employees coming from home to plant and HQ.
- ✓ Filed force not getting chance to meet the doctors.
- ✓ Contaminated hospitals and clinics
- ✓ Contaminated medicine coming from manufacturing plant, distributors, CFA, and retail shops.
- ✓ Contamination risk from visitors, contractors, and third-party staff
- ✓ There was risk from the Third party while taking the services and raw materials.
- ✓ Industries are also not able to get the API, solvents and other raw material.
- ✓ Not sure that the raw material you are getting is contaminated or not.
- ✓ Unavailability of medicines in the market
- ✓ Quality control check at contract manufacturers or traded goods (contamination issues)
- ✓ Potential expiry of materials – monitoring for re-assessments and quality certificates
- ✓ Risk on the export and import of the raw materials and medicines which was based on the contracts.
- ✓ Non-availability supply chain in the Covid-19

CHAPTER 3: BACKGROUND

Let's discuss some marketing strategies use by companies before the covid-19.

1. Your presence on the social media	2. Target audience in pharmaceutical industry
3. Relationships with the Target audience	4. Offer Free Samples
5. Utilize Technology	6. Website content
7. Guerrilla Marketing	8. SWOT analysis and PESTEL analysis
9. Visual Aids and LBL for Physicians	10. Brand plan.
11. Sales team training	12. Product life cycle:

Table: 3.1

1. Your presence on the social media.

Your presence on the social media in the marketing is very important to make your product popular in customers and consumers. But there are lot of the rules and guidelines in the pharmaceutical market that you have to follow. You can just do the advertisement or you cannot just put the products on the TVs or on the social media. Making the marketing plan for the pharmaceutical products to put on the social media is very difficult. You need to thinks out of the box. You must have the plan that can help our customer to understand product that you have.

You need to run a different type of the campaign on the TVs and also on the social media. There are lot of companies that use the special days like health, Aids awareness day, doctor's day or any other which will help them to run the campaign

2. Target audience in pharmaceutical industry

In pharmaceutical industry there are two type of the audience available for the pharmaceutical industries. One is the customer who is doctors and the second is the consumer who is the patient. Here the target audience is totally depend on the product. If your product come under schedule H that is (a class of prescription drugs in India appearing as an appendix to the drugs and cosmetics rules, 1945 introduced in 1945) then your target audience will doctors and if your product doesn't come in schedule H then your product will OTC (over the counter). In OTC product the target audience will be the patients and the doctors as well. There are different type

of the doctor's available base on the specialty of the doctor. Psychiatrist, pediatrician, radiologist, dermatologist, pediatrics, neurologist, surgeon, family physician, oncologist, cardiologist, enologist, gynecologist are the different type of the doctors. So base on your product you need target the audience.

Figure: 3.1



3. Relationships with the Target audience

To build the best business in the pharmaceutical industry the relationship with the doctors is very important. You cannot just avoid this point. Because the doctors are the only person who is responsible for the business of pharmaceutical industry. So the marketing or product management team do the lot of things to engage with the doctors. Like detailing by sales team, offer to the doctors, gifts, CME (Continues medical education) CRM (customer relationship management), different type of the conference with doctors, etc. all this things are done to have a good relationship with doctors.

4. Offer Free Samples

There are lot of industries who provide the free sample of the product to the doctors so that they can understand that what we are providing them. There are lot of thing that need to be understand with the product. Like life of product, content, color, type (form) of the product, price, availability, offer on the product, use and side effects of the product. Offering free sample to the doctors also help us to make a good relation with doctors.

5. Utilize Technology

Pharmaceutical and healthcare industries are those industries who required the daily update and upgrading over all type of the activities. Using different type of the machines and equipment for the manufacturing of the medicines and to test the patients. So to do this there should be the upgrading in the technology. Even the marketing plans need to be update in every quarter. Making these plans help us to provide better and faster product. Our sales team also started using the mobile phones and tablets to detail or present the product to doctors.

6. Website content

Marketers take care that all the product should be available on the website. Also there use, price, category, content, form, color should be mention over there. This is because there are lot of doctors who use this information for their practice. Our website also content the safety and the data of the tablet like the data of clinical trials, post marketing surveillance. This data help doctors to understand more about the products. Your website is the primary source for the customers.

7. Guerrilla Marketing

When it comes to marketing then you need to think in the creative way. Guerrilla marketing is the form of the marketing when the industries use the surprise and or unconventional interaction in order to promote the pharmaceutical product in the market. But this type of the marketing is quite difficult because you are directly targeting your competitors. Most of the industries think that this type of the marketing plan can help them to stand out from the competitors.

8. SWOT analysis and PESTEL analysis

This two are the most used techniques in the pharmaceutical industries. SWOT analysis that is Strength, weakness, opportunities, threats analysis. This type of the marketing plans use when you want to know your competitors and want to compare your product with the competitors. PESTLE analysis is also known as macro analysis. This marketing plan is use to understand the market. Here we try to understand the Political, Economic, social, technological, legal and environmental factors. There all help us to understand about the market where we are going to launch our product.

9. Visual Aids and LBL for Physicians

Visual aids are the paper form where the detail product information is given. On the visual aid we mention the photo of product, content, uses, side effects, companies logo, etc. this visual aids help the sales team to explain the product to the doctors. After the presentation they give the LBL (leave behind literature) to doctor. This LBL is given as a reminder card to the doctor. So that he will write our product in prescription.

Remember that there is value in having visual aids for physicians to use in their offices. If you have an attractive educational poster, you will be able to have something of value that you can present to physicians' offices. Potential customers will see the value that you can provide and will want to connect with you.

10. Brand plan.

Brand plan is total plan the brand manager prepared for his product. In brand all the necessary things are mention. In brand plan we add the details about product, Market analysis, molecule and brand analysis, SWOT analysis, visual aids, LBL, financial plan, competitive analysis, marketing plans, CME, CRM, brand input, offers to doctors, sales team planning, etc. all this type of the things are done to promote and to make an a perfect plan for the product so that it will get the position in the market. The perfect brand plan always help the brand plan to give the growth to his/ her product. Mostly the brand plan is prepare for one quarter and then again for next quarter they update the brand plan.

11. Sales team training

To give the best on the filed by the sales team it is very important that the brand manager take the proper training of the sales team. Because just preparing the brand plan is not enough. If you have the best plan then you must able to implement that plan in the market. Most of the brand manager take the meetings with the sales team to understand the ground level so that base on that we can plan the next strategies.

12. Product life cycle:

Product life cycle is in the 4 phases. That is introduction, growth, maturity, and decline.

Introduction: when we launch our product in the new market or we launch the new product in the market. Here our product have slow sale growth when we launch our product. We didn't get much profit in this phase because of the higher expenses on the introduction of product.

Growth: when customer get know about your product and the product sales started increasing that phase is growth. In this phase the growth also stared increasing.

Maturity: In this phase the product get the highest growth and it started to decline. Sales growth also get lower. In this phase the marketers try to do some new strategies to give the more growth to the product.

Decline: sales goes down. The product started get out from the market.

GTM (Go to market strategy)

Go to market strategies are the plans when pharmaceutical industry want to launch new product or want to the same product in new market. These type of the plans are part of the marketing plans. The well plan GTM gives the analytical insights about the customer, value proposition, and the product differentiation marketing strategy. There are same steps that can we follow to GTM

Go to market strategy is the way by which an organization introduces a new product to the market. The GTM strategy is a part of marketing strategy. A well-defined go to market-strategy offers actionable insights by analyzing the potential customers, the value proposition, and the need for product differentiation. Steps to developing a go to market strategy are as follows:

- ✓ Defining the target market
- ✓ Defining target customers
- ✓ Defining brand positioning
- ✓ Defining product offering
- ✓ Choosing marketing channels

Creating a brand marketing strategy:



Brand objective and Companies vision

Our brand objective must match our companies' vision. Most of the brand manage consider their brand objective according to quarter. They plan there objective according to the sales in value and volume. This type of the plan also motivate the brand manager to set their product at the top of IPM (Indian pharmaceutical market)

Be consistent

As we say that consistency is the key of success. So the brand manager always need to be consist for his / her plans. Constantly updating the plans of product, making the changes according the market change is very important. Always try to understand the doctor's needs and wants.

Deliver the promises

As we know that our pharmaceutical industries makes the lot of promises to the doctors and other stakeholder. If your product have good design packaging, content, offers, but the companies marketing strategies will be wasted if you will not follow the promises that you have made to the stakeholders. Making sure that you will deliver the best service to all the stakeholder that work with. This help the marketer to have a good relationship with the stakeholder as well as doctors.

CHAPTER NO: 4 LITERATURE REVIEW

Article no1:

The name of the article is the management of pharmaceutical marketing which is written by the Chris Lawson. This article is publish in the orientation marketing and the design used of the article is descriptive study. According to the article the outcome is that I got all the insight about the marketing plan and strategies in pharmaceutical management. Each section in the article gives the detail information about the about the marketing operation in the B2C and B2B pharmaceutical.

Article no2:

Here I review the Coronavirus disease (COVID-19) article which is available on the World Health organization. WHO published this article on 10/04/2021. Here I found all the required scientific detail about the COVID-19. Which is major part of the project. Each section itself is worthy of a number of posts to discuss in detail the implications for marketers and commercial executives operating in the B2C and B2B pharmaceuticals.

Article no3:

3rd article that I have review is Deloitte, COVID-19 response for Pharma companies Respond which is written by Rohit Mahajan President - Risk Advisory Prasad Nakashe Partner, Jaishil Shah Partner, Anthony Crasto Partner, Priti Ray Partner and published by Deloitte here I Get some information of the crises base by pharmaceutical industry during this COVID-19 which include the Marketing and all other department who also face the problems during this COVID-19. Due to this COVID-19 Pharma facing the lots of problem which need to solve.

Article no4:

The 4th article that I have reviewed is top 10 Digital Transformation Trends Of 2020: A Post Covid-19 Assessment. The author of this article is Daniel Newman and published by CMO network. Here we can see what type of the Digital Transformation can be done by the pharmaceutical industry to run their market. Most of the new trend in the digital marketing are happening and these are going to continue. In Covid-19 only we saw that these platform help use to stay connected with market. I believe that more companies will discover better ways to use these technologies and I can't wait to see where we can go.

Article no 5:

Marketing innovations during a global crisis: A study of China firms' response to COVID-19 by Yonggui Wang, Aoran Hong, Xia Li, and Jia Gao. Published online 2020 May 25. Here china tells about their marketing innovations they use in this pandemic. How they changes themselves to fight with this covid-19. In this article the Chinese firm find and implement different type of the marketing strategies. It give me valuable insight for the different crisis events in the future

Article no: 6

Strategies for Indian Pharmaceutical Companies Post COVID 19 World is article by Manish Panchal head of business development at DuPont suitable solution board member at IL and FS AMC which is available on the LinkedIn. Here I found all the prefect strategies which need to be implemented by the pharmaceutical industry. Some of the changes are explain here which need to do by our pharma to avoid the obstacles which comes for marketing and supply chain.

Article no 7:

Marketing Methods of Pharmaceutical Companies article which is form by M. Murat Civaner, Uludag University. This article is available on the Research gate. Here I find the different type of the sales strategies use by the pharmaceutical companies. It also help me how to avoid the negative effect of the market on the product.

Article no 8:

The Now and The next Pharm marketing article is published at in Touch Solution. Here found the overview on the can pharmaceutical marketers do NOW to effectively engage their audiences, and what should they be thinking of NEXT. Whether you and others within your organization are the type who view the COVID-19 pandemic as an obstruction to progress or an opportunity for an evolution,

every pharmaceutical company continues to feel the impact of COVID-19 — on their employees, on their key relationships, and on their businesses.

Article no 9:

Selling Drugs: Marketing Strategies in the Pharmaceutical Industry and their Effect on Healthcare and Research written by Mustafa Alattab, Queen Arwa University, and management published at Academia Edu. The outcome of the article is get some insights about how to sell your product and how your marketing strategies will affect your sells. The way the filed people work in this covid-19 are the best way the employee can take the business from there physician.

Article No 10:

Digital Pharmaceutical Marketing: A Review by Dhara Parekh*, Dr. Pankaj Kapupara, Dr. Ketan Shah published at Research Journal of Pharmacy and Technology. Digital become the important part of the every company. All the sector started using the digital platform for the promotion. In this era more pharmaceutical companies utilize social media sites or ecommerce sites as digital marketing platform. The pharmaceutical companies will in go with the digitalization and will depend on the extensive connectivity, data analysis and collaboration. The patients and health care teams would provide the communication platform for brands. The mobile marketing, social media marketing, e mail marketing and other forms of digital marketing will lead to creation of valuable marketing strategies.

CHAPTER NO: 5 RESEARCH QUESTION:

1. What are the marketing strategies used by the pharmaceutical companies before the Covid-19?
2. What are the new marketing strategies adopted by pharmaceutical companies after the Covid-19?
3. Find out the difference between the marketing strategies before and after Covid-19?

CHAPTER NO: 6 OBJECTIVE:

1. Marketing strategies used by the pharmaceutical companies before the Covid-19 for the promotion of the products.
2. New marketing strategies adopted by pharmaceutical companies after the Covid-19.
3. Try to find out the difference between the marketing strategies by talking to PMT member and medical representative.

CHAPTER NO: 7 RESEARCH METHODOLOGY AND DATA COLLECTION:

Study design: Descriptive study

Data collection: The Primary data is be received from the individuals who is belongs to Pharma industry (Product management team and Medical Representative) by questionnaire through the Google form and telephonic interview and the Secondary Data is collected from published journals, literature and reference books. Various statistical techniques will also be used to depict the received data in a quantifiable manner.

Study Population: Personal Related to Pharma companies as Medical Representative and Product Management Team

Study tool:

1. Questionnaires by Google form
2. Telephonic interview

Analysis: By SPSS Version 22 and MS-office

Sample size: Total 10 responses of Product management team and 15 Responses of Medical representative was collected from different Pharmaceutical Industries.

Study area: Pan India

Questionnaire: The questionnaire was created and distributed via Google Forms for PMT and For MR the telephonic interview was taken.

CHAPTER NO: 8 DATA ANALYSIS

Medical representatives:

Medical representative also known as the medical rep or sales rep or sales executive are the part of the sales filed. These people work on the field to interact with doctors and KOLs. Medical reps visit the hospitals and clinical and give the presentation of their product to the doctors. They try to

explain the all advantages of product and also try to compare their product with competitor's product. They give the references to the doctors that how there product is good than others. Sales team also responsible to make the sales strategies and do the different type of the offers to the doctors.

Sales team also went to pharmacies to check out that there product is available over there or not. They give the information like from which distributor they can get this product and what different type of the offers available on the product. This type of the plan is called as RCPA

RCPA (Retail chemist prescription audit) is done before the visit and after the visit. This RCPA done before the visit to the doctor because they want to know that our product is available on the pharmacy or not. Then they do this after the visit to tell the pharmacist that doctor ask this product to make available on your pharmacy.

The skills that Medical rep required

- Sales skills
- Maturity
- Patience
- Strong negotiation skills
- Commercial awareness
- Confidence
- Organisational skills
- Communication skills
- Complete knowledge of the product.

Roles and Responsibilities of a medical sales representative:

- Finding new business and trying to interact with them
- Arranging the meeting with the KOLs and the hospital staff.
- Negotiating with pharmacy owners and planning the offers for the pharmacist
- Visiting to hospitals and clinics for the presentation of the product
- Doing an a RCPA

- Planning the next month sales plan. And also given the sales information to the senior and distributor for the current month.
- Maintain the detail records of offers, and product sales,
- Writing the report and making the budgets
- Trying to achieve the sales target for each month and quarter.

After all the survey and the telephonic interview we find all the marketing strategies use by the different organization. Firstly we will discuss all the detail which we get during the telephonic interview. As many of the organization use same strategies in this COVID-19 but some of those try to do some different in the market to maintain or increase their sales. During the interview I get there organization name and the division which medical rep is handling. They also mention that the medicines which are useful in COVID-19 shows the better sales i.e. increase in the sales for those medicine which are useful in the COVID-19. Here is the all marketing strategies use by different organization in this COVID-19 shown in **tabular form to get simplify**.

Sr. no.	Name of Medical Rep	Name or Organization	Division	Digital changes	Effect on Sales	Marketing Strategies use
1.	P.K.	J.B.	Cardiac Viva and Diabetic	Yes	Increase (5%)	• They publishing the different articles of the doctors in the Times of India Newspaper with all the detail of doctor • Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Messaging to doctor for the appointment through what's app and text messages. • Zoom meeting for the doctors and Also for the employees of company • Radio Mirchi: Any doctor who have a more experience in a particular disease and he is famous in his area. Then he is invited to the radio Mirchi and ask to share his all experience related to that disease. Many of doctor also share about the covid-19 information also and also given the information about the immunity and at last

						company use to advertise their brands.
2.	S.C.	T.P. PVT. LTD.	Altius, Pain killer	Yes	Decrease (15%)	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Multivitamin samples to doctors for their use • Kit of pain killer • Zoom meeting for the doctors and Also for the employees of company • What's app and audio calls with doctor
3.	A.S.	A.P. Ltd (Ahmadabad)	Specia, antidiuretic, hypertension (Diuretics)	Yes	Decrease (20%)	• Zoom meeting with support of the image of Brand in the presentation • What's app and audio calls. • Distributing the PPE kit, Thermometer, Two layer Mask, Sanitizer and other necessary tools which doctors required during their job. In his interview he stated that when the lockdown opens their sales again start to increase

4.	K.M.	M.P. LTD.	Future, antibiotic, multivitamin	Yes	Decrease (10%)	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Sanitization of the whole hospital • The also give discount to the chemist • Webinar: In covid-19 how should we need to take care of our self by the Doctor and at last branding of the vitamins division
5.	S.S.	FTD ltd	Procimo, Anti-fungal, energy drink	Yes	Except energy drink other division's sales get down. Antifungal: decrease (10%)	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Whenever company changes the dose of antifungal drugs then the use to do what's app call or audio call's to give the information about change in the dose • Arrange the webinars to discuss about change in the dose of drugs • They also try to complete the demand of doctors

						• Digital banner which are send by What's app to doctors • Webinar: By one special doctor to other doctors and in that Webinar they use to do promotion of their products • Online Marketing • Use of the different applications for the video call and audio calls for the interaction of doctor and patient. And in that application the use to promote they products
6.	P.P.	Z.C. Healthcare	Cardiac	Yes	Increase (20%) 100% increase in the ISAROL A drug which is use in cardiac treatment	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Hospital sanitization by company • Webinar on the cardiac division by the experience Doctor for other doctors • Given IPads to Medical rep for attend webinar, calls and for showing the poster to doctors.

7.	S.S.	E.L sciences	Cardiac, Diabetic	Yes	Increase (10%)	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Offering Vitamin C tablets to doctors • Perform Procalcitonin (PCT) is a blood test for doctors and their family. It is performed to understand the bacterial sepsis, a severe systemic infection that can become life-threatening. • Zoom meeting between the doctors and companies medical rep.
8.	P.T.	A.P. Ltd (Surat)	Specia, Cardiac, Diabetic	Yes	Increase (5%)	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Offering covid-19 medicines and some immune booster medications to doctor • Virtual conference • Zoom meetings • Audio and video call through the what's app.
9.	P.R.	S.P.Industrie s Ltd	Arian, Cardiac	Yes	Decrease (5%)	• Distributing the PPE kit, Mask, Sanitizer and other

						necessary tools which doctors required during their job. • Online webinars • Zoom meetings • Try to complete the demand of doctors
10.	M.S.	A.P. Ltd (Nanded)	Pharma, B-lactam Antibiotics	Yes	Decrease (20%) Decrease in Clarithro, Roxid-150, Upper Respiratory Tract Infection.	• Distributing the PPE kit, Mask, thermometer, pulse meter, Sanitizer and other necessary tools which doctors required during their job. • Zoom meeting, Audio and video calls through what's app. • CME: is the program arrange by them where one experience doctor use to discuss the topics related to healthcare to other doctors. In this webinar nearly 70 to 80 doctors use to join it.
11.	H.D.	A.P Ltd.	Gynac	Yes	Maintain	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • Zoom meetings • Audio and video calls.

						• Complete the demand of the Doctors • Webinar to create awareness about the covid-19 • Online marketing
15	S.S.	GSK Nashik	Antibiotics	Yes	decrease 10%	• Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. • What's app calls, video calls • E-mail marketing • Online poster of the brands • Hospital sanitization

Table no: 8.1

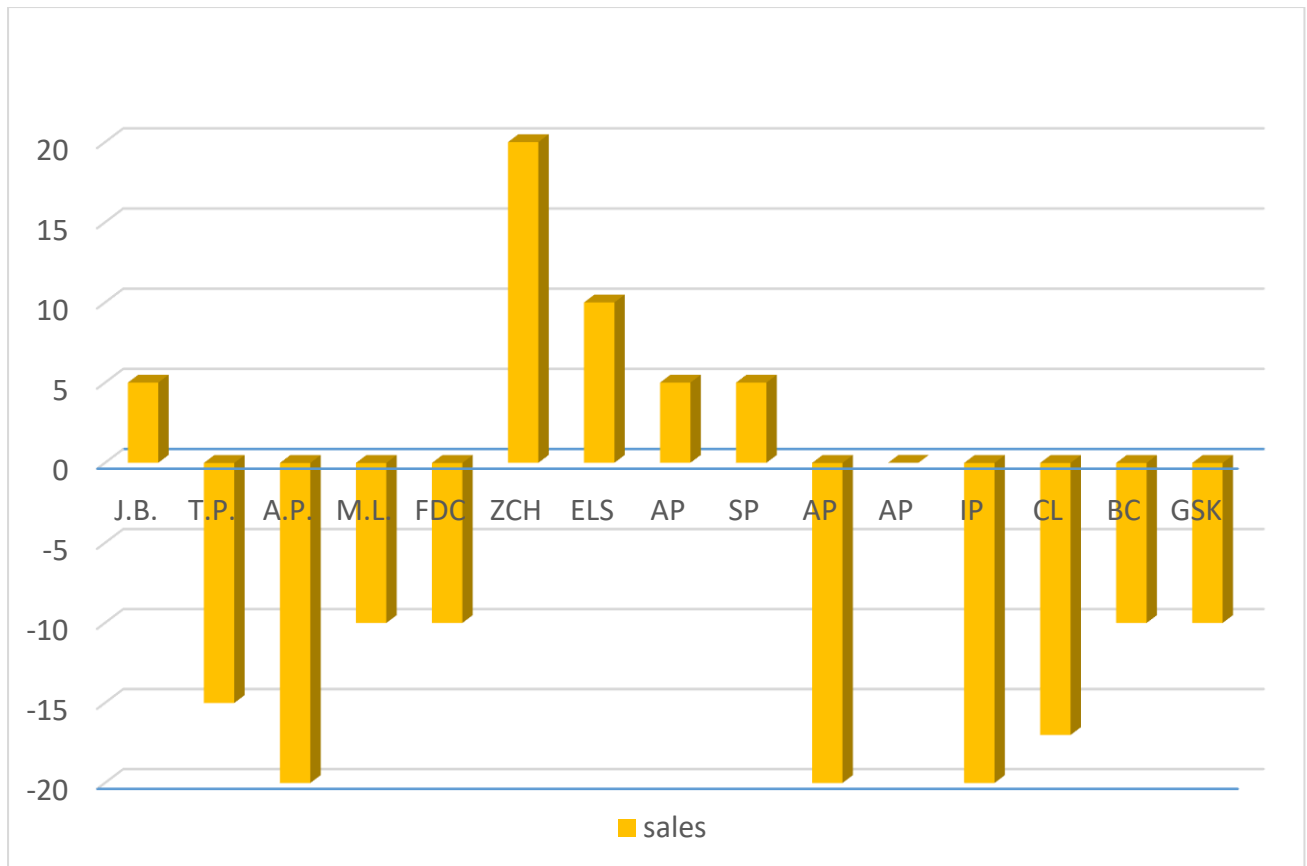
Overall study about the Questions:

1. **Digital Changes:** Overall all the organizations medical rep clearly said in their telephonic interview that their organization adopted digital changes during this COVID-19

By talking to the medical representative I get to know that all the pharmaceutical companies started using the digital marketing strategies. During the Covid-19 all the medical representative according to their company standard using the digital platform.

2. **Effect on sales:**

As well know that the Covid-19 make the impact on the sales of the pharmaceutical products. So here by talking to the medical representative I get to know that which are the companies who get the higher sales in the Covid-19 and which are the companies get the lower sales. The companies who sales increase in the Covid-19 are the J.B.CP, FDC LTD, Z.C. healthcare, E.L. sciences, A.P. LTD, S.P. LTD. And the companies whose sales decrease in the Covid-19 are T.P., A.P. LTD, M. LTD., A, P, LTD., A.P.LTD., I.P.PVT LTD., C.LTD., B.C. LTD.



Product management team:

Product management team in the pharmaceutical company's responsible for the management of the product through the line. They take care of the all the things like availability of the product, marketing of product, budget for the product, managing and guiding the sales team, pre launching plan of the product, campaigning for the launch of product and also taking care of the product after launching are handled by the product management team.

Every product in the industry goes through the 4 phases. This phases are like introduction, growth, saturation, decline phase. All this product management team plays a very important role throughout the product life cycle. With the higher management the PMT members also take care of the revenue, taxes, interest, depreciation, targets of the product.

Roles and Responsibilities of Product Management in the Pharmaceutical Industry

The role of the product management is mostly to manage the product line of any pharmaceutical product, brand establishment, brand building, launching the new product and making strategies the existing product.

- Providing the required knowledge regarding the product, providing the training to sales team, providing the all required thinks that the sales team will required during the field work.
- The product management team work with all the other departments to provide the best product to the market. PMT work with RnD department, packaging department, medical affairs, financial department and HR department
- Prepare brand plan and formulate strategy of allocated brands, design campaigns, brand communication, positioning of brands and promotional planning.
- Contribute into designing print inputs like visual aids, theme based LBLs, brand reminders, posters, FAQs, patient education booklet & product monographs.
- Work on internal newsletter and designing.
- Planning for brand recalls, promotional gift inputs based on theme of brands.
- Participate in cycle meetings and discussion, presentation of, promotional planning and interaction with the field force.
- Active participation in the training programme and discussion of brands and marketing aspects.
- Market research & new product launch.
- Running promotional campaigns and preparation of brand campaign analysis report.
- Sales data analysis and participating in monthly review meetings.
- Coordination with internal customers and providing all the necessary supports and brand related queries.
- Monthly field work to understand customer perception of products, competitor's activities, brand related survey and to observe implementation of strategy and planning.

Skills required

- Product information and knowledge
- Creativity
- Analytical mindset
- Market research and market analysis
- Good communication skills
- Team work
- Forecasting
- Sales management and leadership skills

Now we will discuss all the responses we get from the PMT of the different organization which is related to their marketing strategies and the effect of the marketing strategies on the sales of the company's product. Also we will discuss what new opportunities and Problems they find during this COVID-19. **The details are as follow:**

	Organization name	Designation	Experience	Digital changes by organization During COVID-19	offers given to physicians during this covid-19	marketing strategies Before COVID-19	marketing strategies After COVID-19
1.	C.P.	Sr. Brand Manager	6.5 Year	Entire communication to our direct and indirect customers is digital since pandemic	New Brands required to treat the pandemic Covid-19, Scientific data etc.	In clinic activities, Campaigns, Print media	CME(Digital), Scientific details for treatment of Covid-19, Direct C Ram to dr's
2.	C.P.	Brand Manager	8 Year	Direct reach to customers via virtual engagement and 1:1 email, helpline numbers, Consulting platforms etc.	PPE kit supply, consulting platforms, online resources for scientific inputs, availability of critical medicines such as Remdesivir and	Physical inputs such as visual aids, table top reminders, LBL etc.	Digital outreach via virtual engagement, online webinars, 1 to 1 emails, digital patient education

					Tocilizumab		
3.	A.P.	Brand Manager	3 Years	Improved online marketing	As usual	Simple one, making people aware of the product	Engaging large customer group with product through digital marketing
4.	T.P.	Product Management Team	2.5 Years	Teleconsultation , Webinars	We provided them hand sanitizers which was the need of the hour, as well we also provide them online programs detailing them about new launches and products.	Marketing campaigns, proper literature for doctors, weekly meeting of MRs	Webinars, Teleconsultation, Virtual meetings, blog.
5.	C. LTD	Brand Manager	4 Years	Increase in digital communication	Digital platform for scientific initiatives	Strong in clinic presence, more	Digital connect, multi-channel marketing

						physical connect and Dr calls	
6.	L.P.	Chairman, Director, CEO	8+ Years	Currently 10,000 INR	We are offering 1% discounts on 100000+ order value.	Currently we have acquired data from data management companies we are also using social media platforms.	We will implement AWS supported bulk email campaigns and as well Mint based Campaigns.
7.	S. P. S. L.	Country head	16 Years	Use of webinar instead of physical conference	Nothing new	Promotion, scheme, literature	Digital marketing, webinar, WhatsApp
8.	T.E.	Chief Mentor	47 Years	Many	Many	Confidential	Confidential
9.	Z.C. Healthcare	Assistant Brand Manager	5 Years	Online platform	Nop	Stick to Basic	Stick to Basic

10.	A.P.	Product executive PMT	3 Years	Social media, digital, etc.	Covid-19 inputs	NA	NA
11.	A.L.	Product Manager	3.5 Years	Connect2clinic, an online consultation platform developed by Alkem	Protection kits, sanitization, online consultation platform	NA	NA

Table: 8.2

Figure: 9.3



Common Opportunities all they find

- Now we reach directly to our customer with the new setup.
- Demand for critical medicines; digital platforms allowed for direct reach; interactive and creative messaging
- Occupying large customer group through online mode
- We have got a new platform which is sort of physical marketing which consists of both physical and Virtual.
- Digital connect
- We look into exports of N95 Masks and Hand wash and Hand Sanitizers specifically in African Countries as well take up export based requirement for low cost procurement from UK and other countries as well
- Digital Meeting plate-form
- Website for gynecologists

Challenges Faced by you and your PMT team during this covid-19

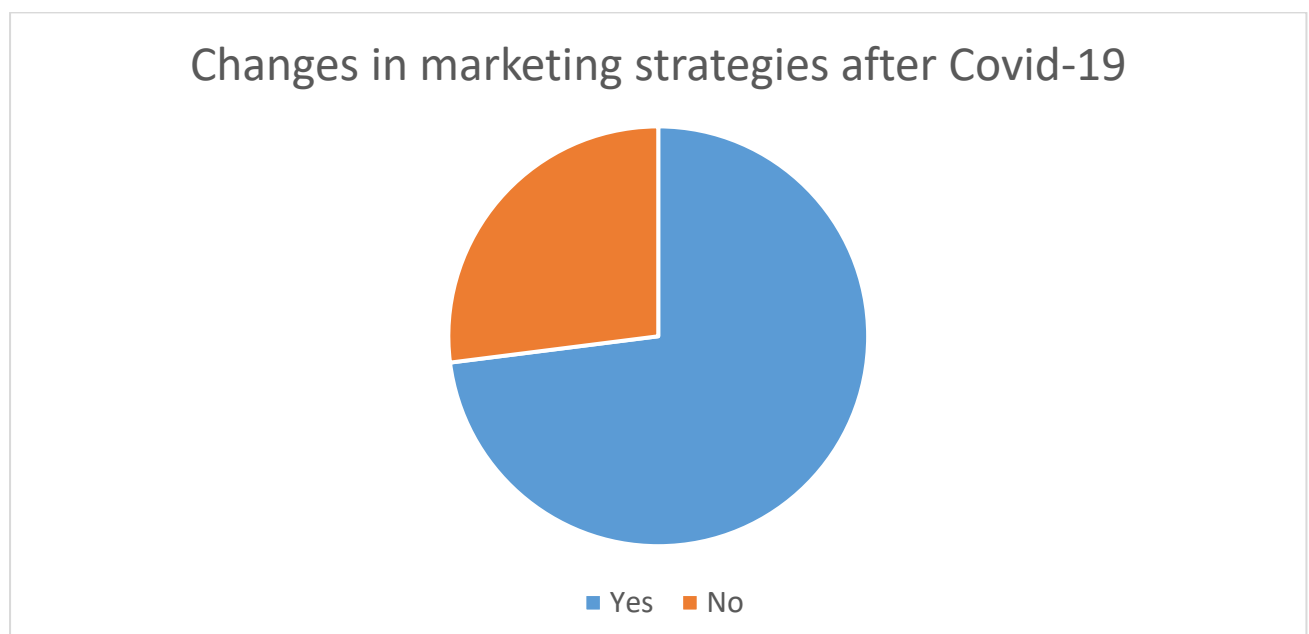
- Adapting to the new normal
- Digital outreach was challenging, limited face to face time & interactions with customers, digital fatigue

- Handling increased demand
- The PMT team was able to get leads but the sales team was not able to reach or communicate with the lead, that's what the major problem which was faced by us.
- Doctor connect, brand reminder
- No Field Based operations
- Meeting with customer
- Adoptability
- HCP connect
- Digital marketing effectiveness challenges for it
- Regular touch points to doctors Effective execution of campaigns

Overall study of questions:

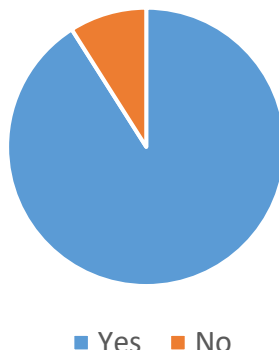
1. Did your organization make any changes in the marketing strategies after this covid-19?

From the 11 responses which I get from the PMT member like product manager, brand manager, senior brand manager from them 73% of the PMT member said that they have make the changes in the marketing strategies after the Covid-19. And 27% said that they haven't make any change in the marketing plan.



2. Do you think that it is time to shift some – or more – of your marketing to new channels such as social media and mobile marketing ?

Shift towards new channels



From the all responses 91% PMT member said that they shift to new marketing channels such as social media and mobile marketing. That means only 9% of the PMT member does not shift towards the new channels. They are still using the old marketing strategies.

3. Does your brand effectively differentiate you from every other supplier in your marketplace?

All the PMT members said that there brand effectively differentiate them from every other supplier in your marketplace. But according to me there is nothing different in the brand available in the market. Every marketer says that there brand is different from others brand. But if we see that in the market only 600 molecules available and from that 600 molecules there are more than 10 thousand brands available. Even if we see that those product available in one company, same product are also available in other companies. Ex like azithromycin 80mg is available in A pharmaceutical, same product is also available in the B pharmaceutical. They are just changing the manufacturing process or changing the packaging of the product and saying the doctor that we have different product. Even doctor knows that there is nothing different in the product. But pharmaceutical companies always saying that they have different.

4. Does your brand effectively differentiate you from every other supplier in your marketplace?

Accept Ajanta Pharmaceutical all the pharmaceutical companies saying that they see that decrease in the sales. There could be lot of reasons for sales decrease. But the Covid-19 is the major reason behind the decrease in sales.

Talking about the Medical rep, they play the very meaningful role in the Pharma industries as they and the marketing department are important for the sales of products. When we look on the sales of all the 15 different organization in this chart; most of the sales of the organization is decrease in somewhat manner might be reason that they don't have the product which they can seal in this pandemic or they don't have the perfect strategies to seal there product. According to the PMT also their average of all the organization sales was decrease. So here we can say that in this pandemic the sales was decrease. Also I want talk about the new marketing strategy may be used in the Pharma is the Neuromarketing. Which is use of brain, scanning and imaging of the others brain by using technology know FMRI to know that what consumer think about the Product and service.

All the strategies they use in this pandemic are mention in the all above content. All the organization where shifted towards the digital as well as the physical strategies. That was the need of the situation of the all these Pharma. Use of the digital platform in their marketing strategies was need and also the new example set by these Pharma. Using all the strategies which mention in the all above content; Pharma can make their organization profitable.

CHAPTER: 10 CONCLUSION

Making the change in the marketing strategies according to the market change and according to the customer's wants and needs is very important in today's world for the pharmaceutical industry. These two type of the marketing strategies that is physical as well as digital which is also known as Phygital marketing strategy is helpful to make the revenue in the pharmaceutical industry. The pharmaceutical industry need to be a patient centric. When they will focus on the patient instead of product then this will help them to make the revenue. Yes, here from our responses we get to know that the COVID-19 affected the sales of the pharma product but the COVID-19 not only affected the pharma product. When pandemic hits the market that time every industry was suffering. So this a lesson to all the industries that pandemic or other thing can run your business. In the pandemic everyone tried something new in the market and from them some are able to fight with the situation but some are not. There are lot of companies who started to focus on the drugs which are useful in this pandemic like the anti-viral, anti-biotics, vitamins, and proteins tablets.

The pharmaceutical industry use the lot of the marketing strategies which help the field force to work and also this help them to not get affected from COVID-19. Those strategies mention in the response table which I get from the sales team are the most effective and safe idea used by them for the promotions of the product. There are also some companies who deal with the doctors in the unethical way which also put the patients on the risk. This type of the marketing plans need to be

recover by the marketing teams. There is no one more important than the patients. So when the marketer will plan the marketing strategies by focusing on patient and making the marketing strategies patient centric then only the pharmaceutical industries are going to make the best revenue in the best way by give in the best to the patient and the market.

CHAPTER: 11 REFERENCES

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QUESTIONNAIRE

Present organization name:

Designation:

Experience in years:

Ques: For **PMT**

1. Did your organization make any changes in the marketing strategies after this covid-19 (yes/No)
2. Do you think that it is time to shift some – or more – of your marketing to new channels such as social media and mobile marketing? (Yes/No)
3. Did pandemic affected your sales? If yes, how much increase or decrease in sales? (%)
4. Does your brand effectively differentiate you from every other supplier in your marketplace? (Yes/No)
5. What are the digital changes made by your organization during this covid-19?
6. What are new marketing opportunities you found during this covid-19?
7. What challenges Faced by you and your PMT team during this covid-19?
8. What new offers you gave physicians during this covid-19?
9. What are the top 3 to 5 marketing strategies used by your organization **before** this covid-19?

What are the top 3 to 5 marketing strategies used by your organization **after** this covid-19?