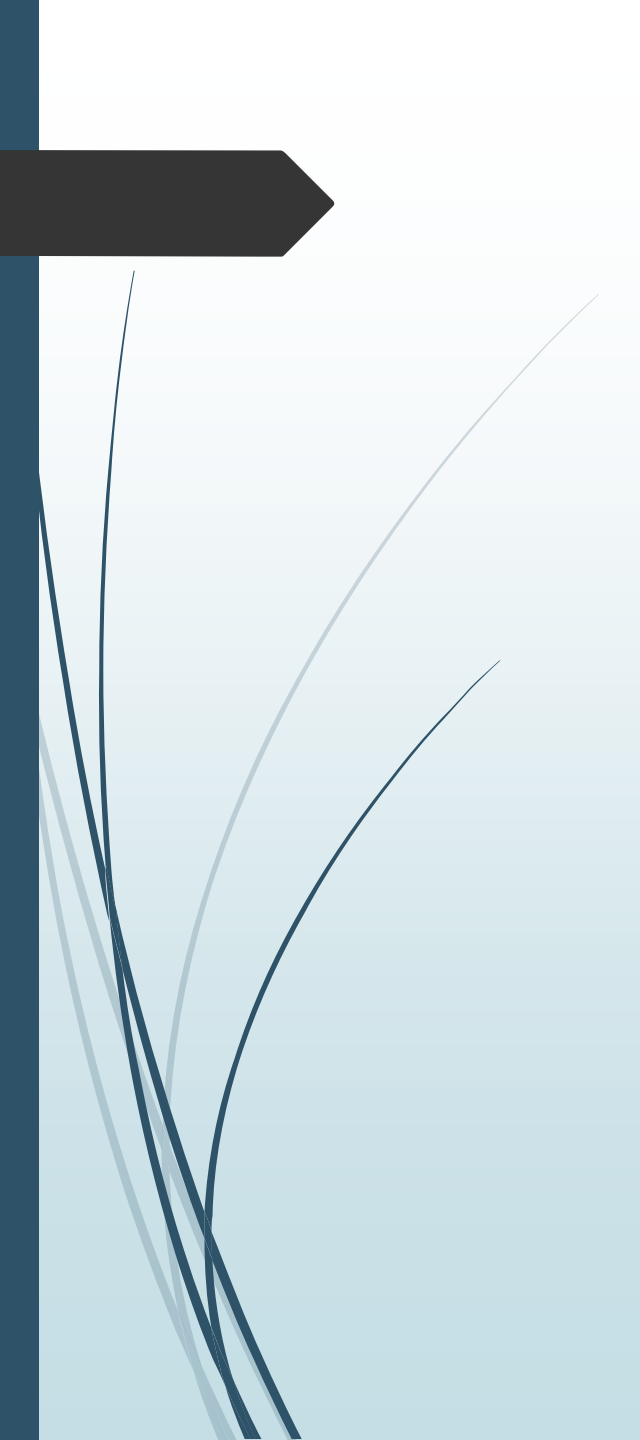




THE IMPACT OF COVID-19 ON THE MARKETING STRATEGIES OF PHARMACEUTICAL COMPANIES FOR PROMOTION OF THE PRODUCTS





DISSERTATION

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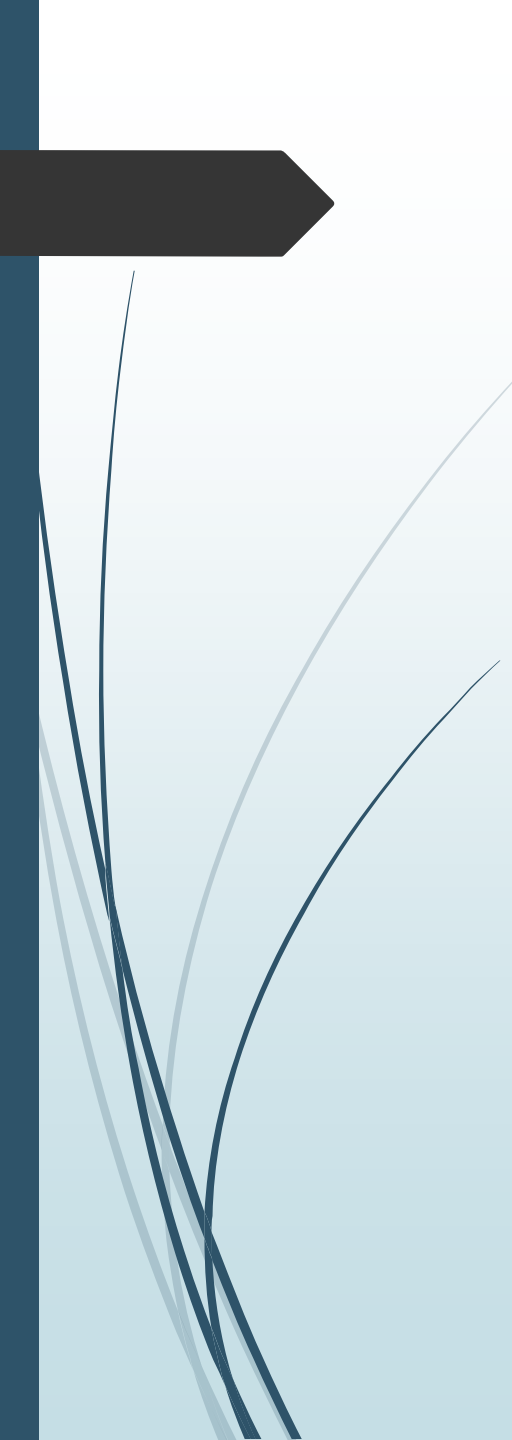
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INTRODUCTION

- **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.
- 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.
- Marketing is making the profit by satisfying the customer



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 and an innovation in the product is necessary.



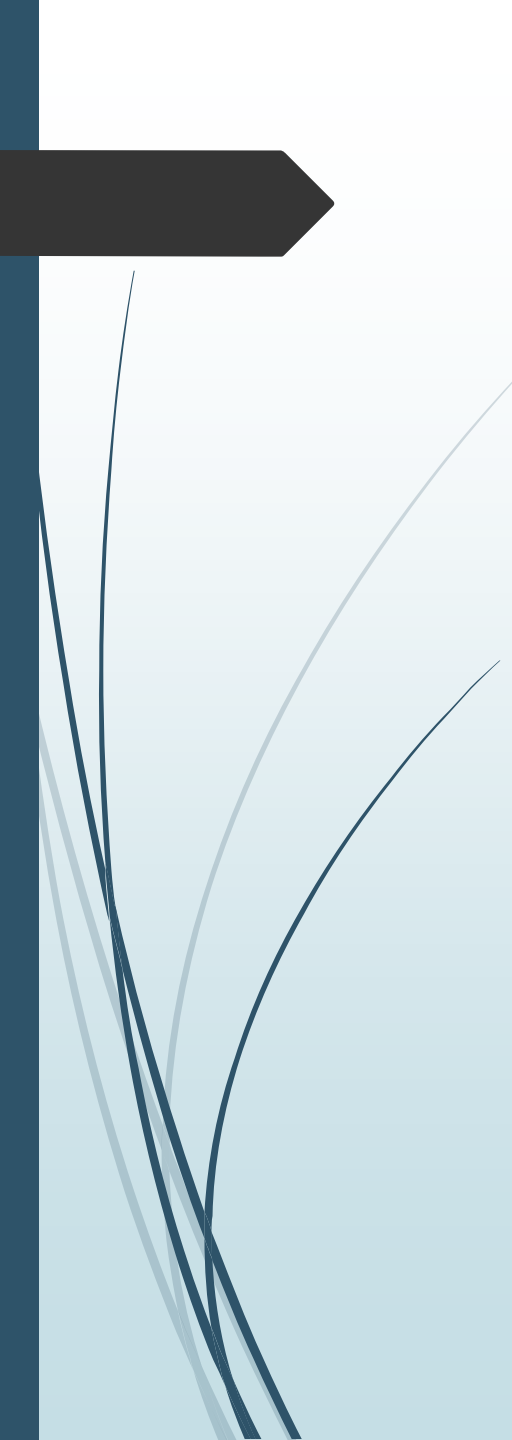
In essence, marketing requires:

- 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.
- 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
- Targeting those customer which are easy to target. And then also trying to find new customers in the market to sell the product.



Characteristics of the market

- Pharmaceutical market sector consist of lot of the rules and regulation
- 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
- 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
- Whenever any company find something new product then they get the patent for that product and they that patent lives for the 20 years.
- To understand the market it is always impontant to have a touch in the market.



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 was held in India.
- Those who got the Covid-19 from them 80% of the patients 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 for intensive care.
- Those people who die in the Covid-19 are because of respiratory failure, acute respiratory distress syndrome (ARDS), sepsis and septic shock, thromboembolism and/or multiorgan failure, including injury of the heart, liver or kidney.
- The WHO the remdesivir, hydroxychloroquine, lopinavir, ritonavir and interferon are the drugs used in the treatment of Covid-19.



Challenges faced by industries

- Contamination due to employees coming from home to plant and HQ.
- Filled 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



BACKGROUND



- Your presence on the social media
- Target audience in pharmaceutical industry
- Relationships with the Target audience
- Offer Free Samples
- Utilize Technology
- Website content
- Guerrilla Marketing
- SWOT analysis and PESTEL analysis
- Visual Aids and LBL for Physicians
- Brand plan.
- Sales team training
- Product life cycle

GTM (Go to market strategy)

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





RESEARCH QUESTION:

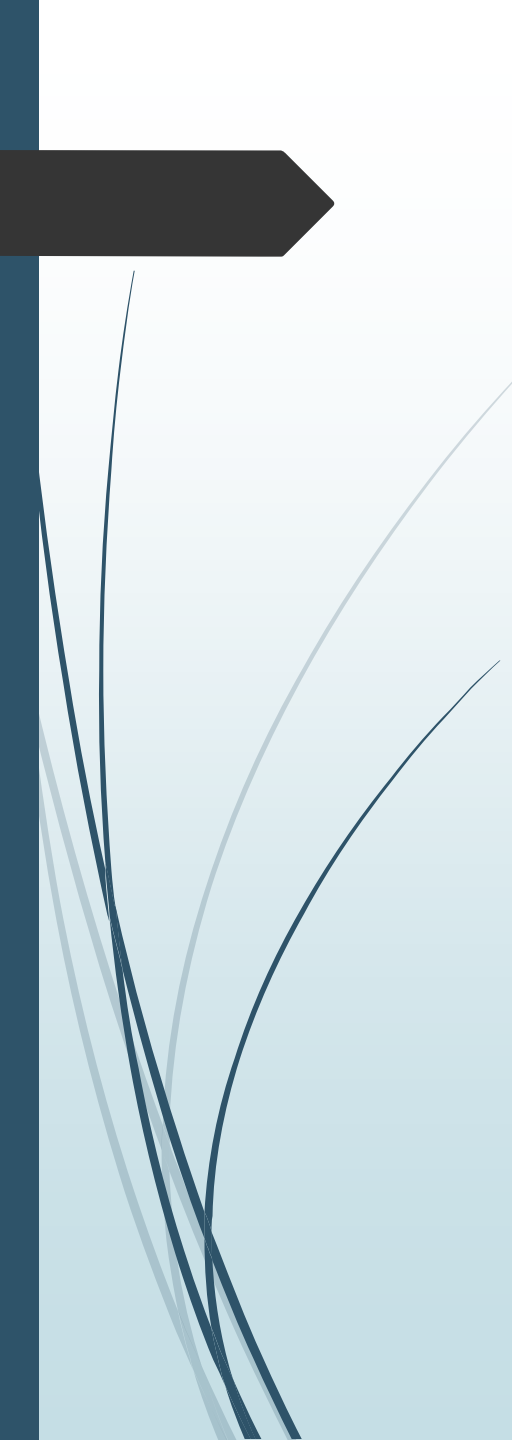
- What are the marketing strategies used by the pharmaceutical companies before the Covid-19?
- What are the new marketing strategies adopted by pharmaceutical companies after the Covid-19?
- Find out the difference between the marketing strategies before and after Covid-19?

OBJECTIVE:

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

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:** Questionnaires by Google form and 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



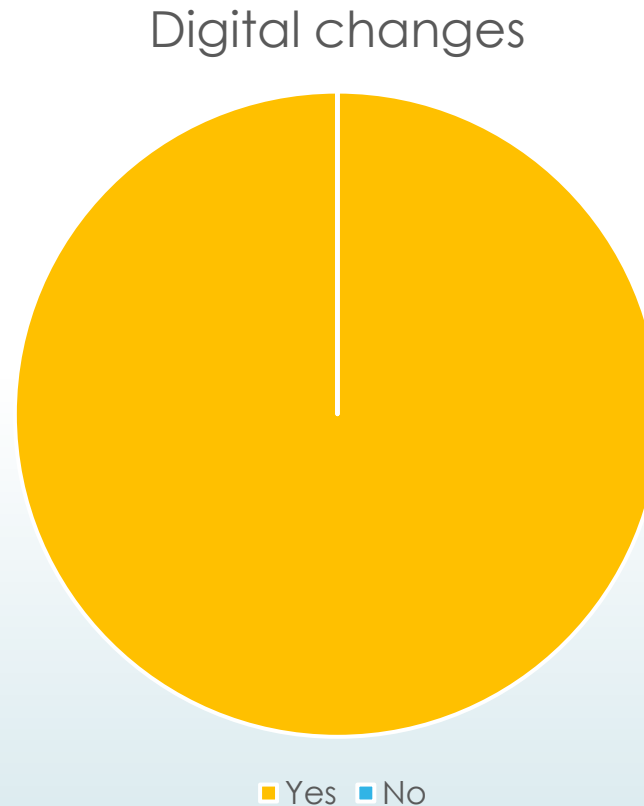
DATA ANALYSIS

- **Medical representatives:**
- 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 Covid-19 responses from the medical representative

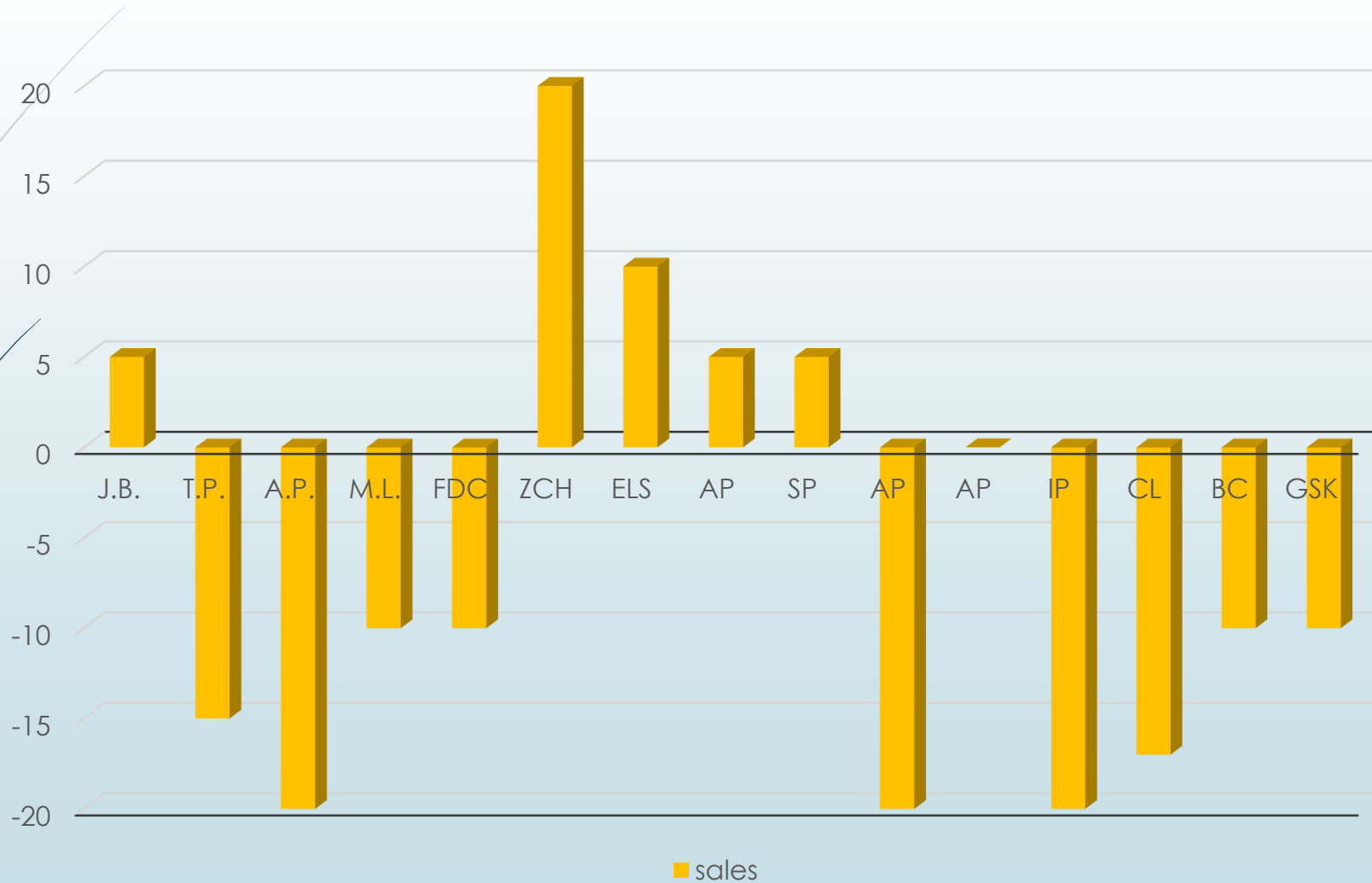
- They publishing the different articles of the doctors in the Times of India Newspaper with all the detail of doctor
- Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job.
- Messaging to doctor for the appointment through what's app and text messages.
- 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.
- Kit of pain killers
- Multivitamins samples for the doctors use.
- In his interview he also said that when lockdown opens the sales again stated increasing.
- Sanitization of whole hospital and discounts to the chemist.
- Arrange the webinar to discuss about change in the dose of drugs.
- 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.
- 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.

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.

Effect on sales:



Product management team:

- 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.

Before and after Covid-19 responses from the PMT member

marketing strategies Before COVID-19	marketing strategies After COVID-19	Digital changes by organization During COVID-19
In clinic activities, Campaigns, Print media	CME(Digital), Scientific details for treatment of Covid-19, Direct C Ram to dr's	Entire communication to our direct and indirect customers is digital since pandemic
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	Direct reach to customers via virtual engagement and 1:1 email, helpline numbers, Consulting platforms etc.
Simple one, making people aware of the product	Engaging large customer group with product through digital marketing	Improved online marketing
Marketing campaigns, proper literature for doctors, weekly meeting of MRs	Webinars, Teleconsultation, Virtual meetings, blog.	Teleconsultation, Webinars
Strong in clinic presence, more physical connect and Dr calls	Digital connect, multi-channel marketing	PPE kit supply, consulting platforms, online resources for scientific inputs, availability of critical medicines such as Remdesivir and Tocilizumab
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.	Use of webinar instead of physical conference



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 platform
- Website for gynecologists

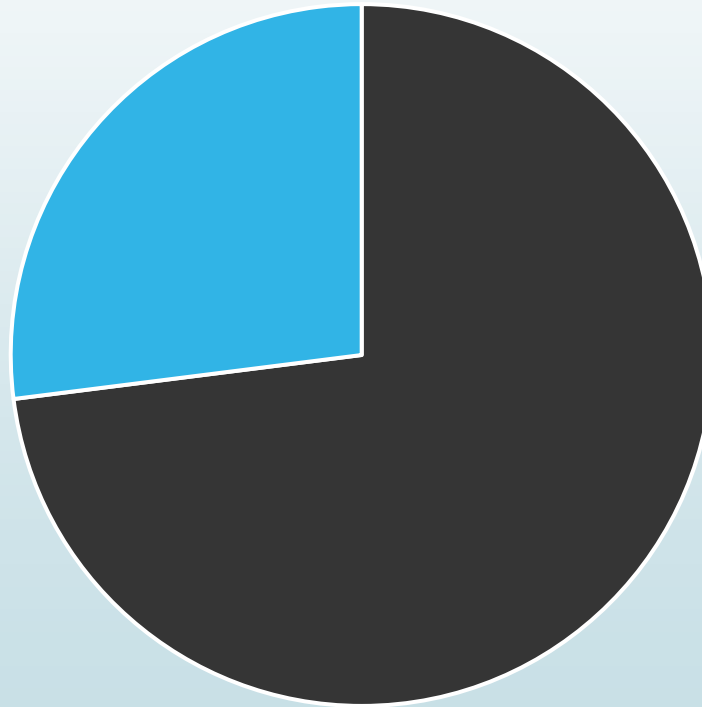


Challenges Faced by you and your PMT team during this covid-19

- 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

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

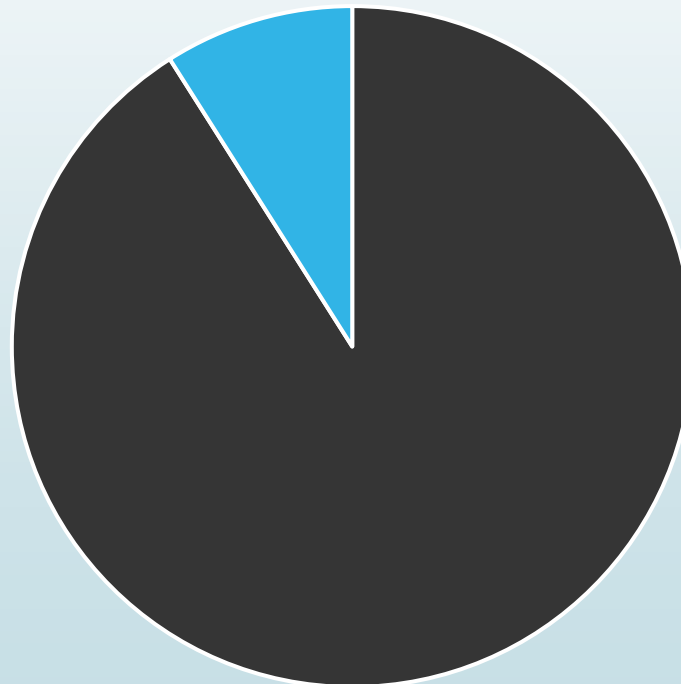
Changes in marketing strategies after Covid-19



■ Yes ■ No

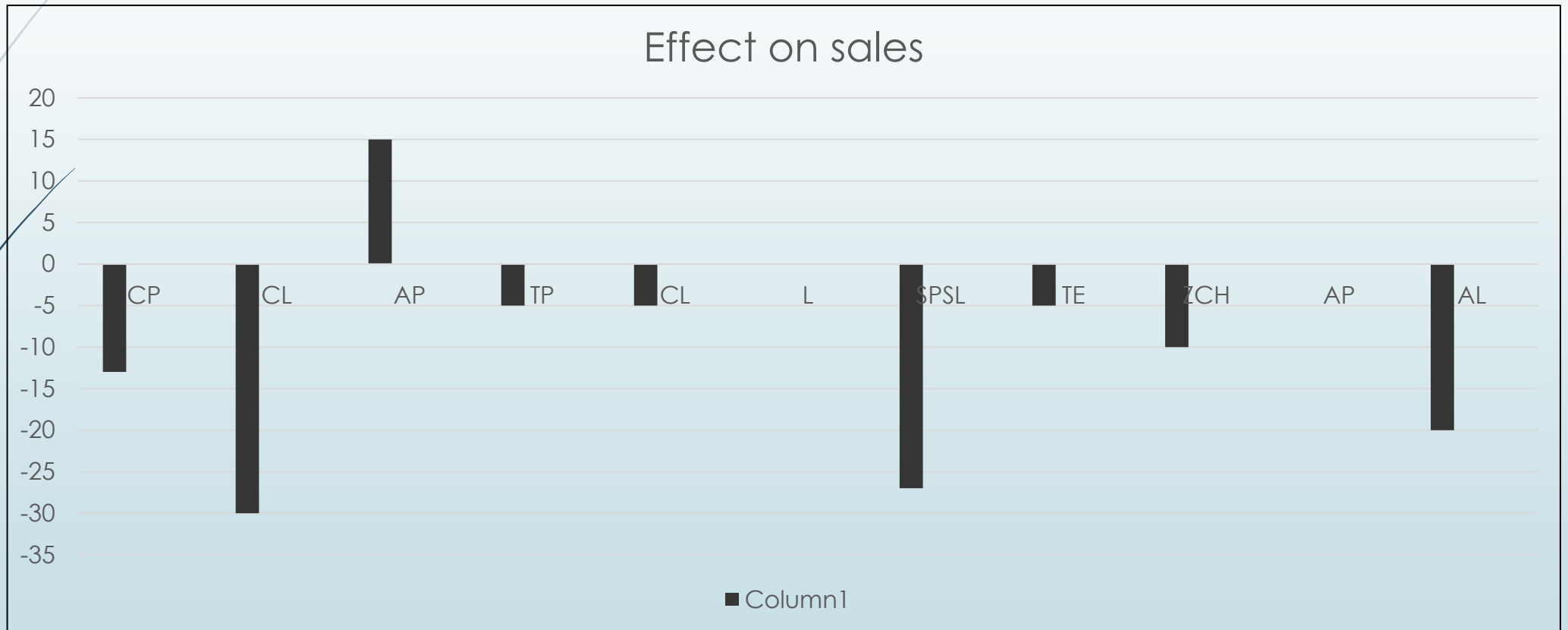
Do you think that it is time to shift some – or more – of your marketing to new channels such as social media and mobile marketing?

Shift towards new channels



■ Yes ■ No

Effect on the sale of Covid-19





RESULT AND DISCUSSION

- 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
- All the organization where shifted towards the digital as well as the physical strategies
- Use of the digital platform in their marketing strategies was need and also the new example set by these Pharma

CONCLUSION

- Making the change in the marketing strategies according to the market change is need
- 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
- 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.
- 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.
- 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.
- 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
- There some companies, who are dealing with doctors in unethical way. So this type of the marketing strategies need to taken out from the market. This type of plans also put the patients and doctors on a risk.
- . So when the marketer will plan the marketing strategies by focusing on patient and making the marketing strategies patient centric
- This type of the plans can make good revenue for the organization.
- All the difference mention in the tables is happen in marketing strategies after the covid-19.