
SYNOPSIS

Dissertation Topic:

Analyzing the role of Pharmaceutical Sales evolving in the Digital age

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TITLE

Analyzing the role of Pharmaceutical Sales evolving in the Digital age

Abstract:

This synopsis explores the latest digital innovations in sales within the pharmaceutical industry and its usefulness. It drives into the transformative impact of emerging digital media with use of tools like CRM systems, Data Analytics Tools and Content Creation Tools for sales and marketing practices. By examining these advancements, the synopsis aims to provide insights into how pharmaceutical companies can leverage technology to enhance their sales effectiveness, optimize marketing strategies, and improve overall operational efficiency.

1.

Introduction:

The pharmaceutical industry is undergoing a digital revolution, impacting all aspects of its operations, including sales and marketing. Traditionally, pharmaceutical sales representatives (PSRs) relied on face-to-face interactions with healthcare professionals (HCPs) to promote medications. However, the digital age has presented both challenges and opportunities for PSRs. This research aims to analyse the evolving role of PSRs in this new landscape.

2.

Research

Question:

How has the digital age transformed the role of pharmaceutical management trainee - sales, and what skills and strategies are necessary for them to remain successful in this evolving environment?

3.

Objectives:

This research project has the following specific objectives:

- To identify the key challenges faced by PSRs due to the advancement of digital technologies.
- To investigate the evolving skillset required for PSRs to thrive in the digital age.
- To analyze how digital tools and strategies can be effectively utilized by PSRs to engage HCPs.
- To assess the impact of digital transformation on the effectiveness of pharmaceutical sales strategies.

4.

Hypothesis:

We hypothesize that the digital age has significantly altered the role of PSRs, shifting their

focus from product promotion to value creation through data-driven insights, content development, and building trust-based relationships with HCPs.

5. Material and Methods:

- **Study Design:** A comparative, cross-sectional study design will be employed.
- **Setting:** This research will be conducted among pharmaceutical companies and HCPs in Ahmedabad, Gujarat.
- **Study Population:**
 - **Inclusion Criteria:**
 - Pharmaceutical sales representatives employed by major pharmaceutical companies.
 - Healthcare professionals actively involved in prescribing medications (e.g., physicians, specialists).
 - **Exclusion Criteria:**
 - PSRs except MBA Pharmaceutical Management graduates.
 - HCPs who are not involved in the prescription process.
- **Study Tools:**
 - A semi-structured interview guide will be used to collect data from PSRs of the same company, focusing on their experiences, challenges, and adaptations in the digital age.
 - An offline survey will be carried out from HCPs while demonstrating the products to understand their preferred communication methods and information sources regarding new medications.
- **Sample Size:** A sample size of approximately 50 participants will be targeted, including 30 PSRs and 20 HCPs.
- **Data Collection Procedure:** Data collection will occur over a period of 3 months. Informed consent will be obtained from all participants before the interview or survey commences. Responses will be recorded with participant permission.
- **Data Analysis Plan:** Promotional tools analysis will be conducted on the interview data to identify key tools and websites. Descriptive statistics will be used to analyze survey data.

6. Ethical Considerations:

- Informed consent will be obtained from all participants.
- Participant anonymity and confidentiality will be ensured throughout the research process.
- Data will be stored securely on password-protected devices.

7. Implications of Research:

This research aims to provide valuable insights into the evolving role of PSRs in the digital age. The findings can benefit various stakeholders:

- Pharmaceutical companies can adapt their sales strategies and training programs to equip their PSRs with the necessary skills for success in the digital environment.
- PSRs can gain a better understanding of how to leverage digital tools and data to enhance their interactions with HCPs.
- HCPs can receive information about medications through more effective communication channels preferred in the digital age.

8. References:

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