

Perception of Medical Practitioners Towards Prescribing/ Non- prescribing Pharmaceutical Brands of an Organization – An Exploratory Study

**Prepared by: Sanket Surendra Khutade
MBA PM-14
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**Guided by: Dr. Saurabh Kumar Banerjee
Dean School of Pharmaceutical
Management
IIHMR University, Jaipur**

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Introduction

Brand perception in the pharmaceutical industry encompasses the overall image and reputation of a company or product as viewed by HCPs and patients. This perception can significantly influence prescribing behaviours, patient trust, and ultimately, the market performance of a drug. A strong, positive brand perception can lead to increased prescriptions, higher patient adherence to treatment regimens, and a competitive advantage in a crowded marketplace



Problem Statement & Objective

Problem Statement:

After making significant investments in marketing and advertising then also the doctors are not prescribing the brand.

Objective:

- ❖ Explore the factors influencing medical practitioners' perception of pharmaceutical brands.
 - ❖ Identify the role of ethical consideration in prescribing decisions.
 - ❖ Assess the impact of marketing strategies on brand perception.
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Developing brand equity through consumers: A study of pharmaceutical industry

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DOI:[10.18231/j.jmra.2020.038](https://doi.org/10.18231/j.jmra.2020.038)

Authors:

**Ashok Panigrahi**
Narsee Monjee Institute of Management ...

**Vijay D. Joshi**

> [J Indian Med Assoc.](#) 2013 Jan;111(1):47-50.

Influence of pharmaceutical marketing on prescription practices of physicians

Roshni Narendran ¹, M Narendranathan

Affiliations + expand
PMID: 24000508

Information from pharmaceutical companies and the quality, quantity, and cost of physicians' prescribing: a systematic review

Geoffrey K Spurling ¹, Peter R Mansfield, Brett D Montgomery, Joel Lexchin, Jenny Doust, Noordin Othman, Agnes I Vitry

Affiliations + expand
PMID: 20976098 PMID: [PMC2957394](#) DOI: [10.1371/journal.pmed.1000352](https://doi.org/10.1371/journal.pmed.1000352)

[PLoS Med.](#) 2007 Apr; 4(4): e150. PMID: [PMC1876413](#)
Published online 2007 Apr 24. doi: [10.1371/journal.pmed.0040150](https://doi.org/10.1371/journal.pmed.0040150) PMID: [17455991](#)

Following the Script: How Drug Reps Make Friends and Influence Doctors

[Adriane Fugh-Berman](#)^{*} and [Shahram Ahari](#)

> [Yale J Health Policy Law Ethics.](#) 2005 Summer;5(2):785-822.

The effects and role of direct-to-physician marketing in the pharmaceutical industry: an integrative review

[Puneet Manchanda](#) ¹, [Elisabeth Honka](#)

Affiliations + expand
PMID: 16052900

Return on Investment Implications for Pharmaceutical Promotional Expenditures: The Role of Marketing-Mix Interactions

[Sridhar Narayanan](#) , [Ramarao Desiraju](#) , and [Pradeep K. Chintagunta](#)  [View all authors and affiliations](#)
[Volume 68, Issue 4](#) | <https://doi.org/10.1509/jmkg.68.4.90.42734>

Literature Review

Influence of pharmaceutical marketing on prescription practices of physicians

- Done the study in India with 103 respondents with self administered questions. The study is based on in India same drug molecules are sold under different brand names by different pharmaceuticals. To persuade physicians to prescribe their brands and pharmaceuticals engage in marketing techniques like giving samples, gifts, sponsoring travel etc. result was come that the good relationship with doctors, company image, quality of product, brand names, but the giving sample is not that effective to that the other found.

New drug prescribing by hospital doctors: the nature & meaning of knowledge

- How the prescription generated in hospitals is still not researched very well, they find some points. The new drugs are generally doctors used in secondary practices and eventually the habit goes to primary care also. Again, the knowledge and awareness about the new molecule or the drug depend on doctors and how to interpret its results also depends on him/her. Four types of knowledge – scientific, social, patient & experience were related to the factors that influence the prescription of new drugs.

Off-label Prescribing: A call for heightened professional & Government Oversight

- Off-label prescribing is an integral part of contemporary medicine. Many patients benefit when they receive drugs or devices under circumstances not specified on the label approved by the Food and Drug Administration (FDA). An off-label use may provide the best available intervention for a patient, as well as the standard of care for a particular health problem. In oncology, pediatrics, geriatrics, obstetrics, and other practice areas, patient care could not proceed without off-label prescribing.¹ When scientific and medical evidence justify off-label uses, physicians promote patients' interests by prescribing products off label.

Research Methodology

Study type: Exploratory

Population: Sample size 100 (cardiologist & pulmonologist) in Hyderabad.

Sampling technique: Purposive

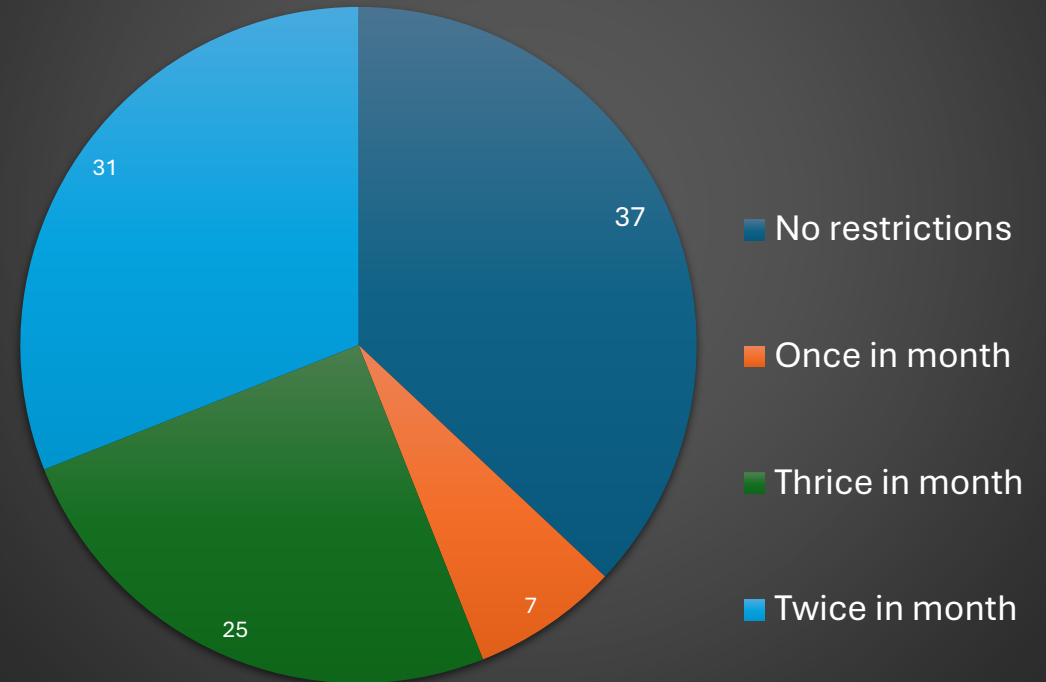
Tools for data collection: Structured questionnaire



Results

Interaction with Pharmaceutical Representatives

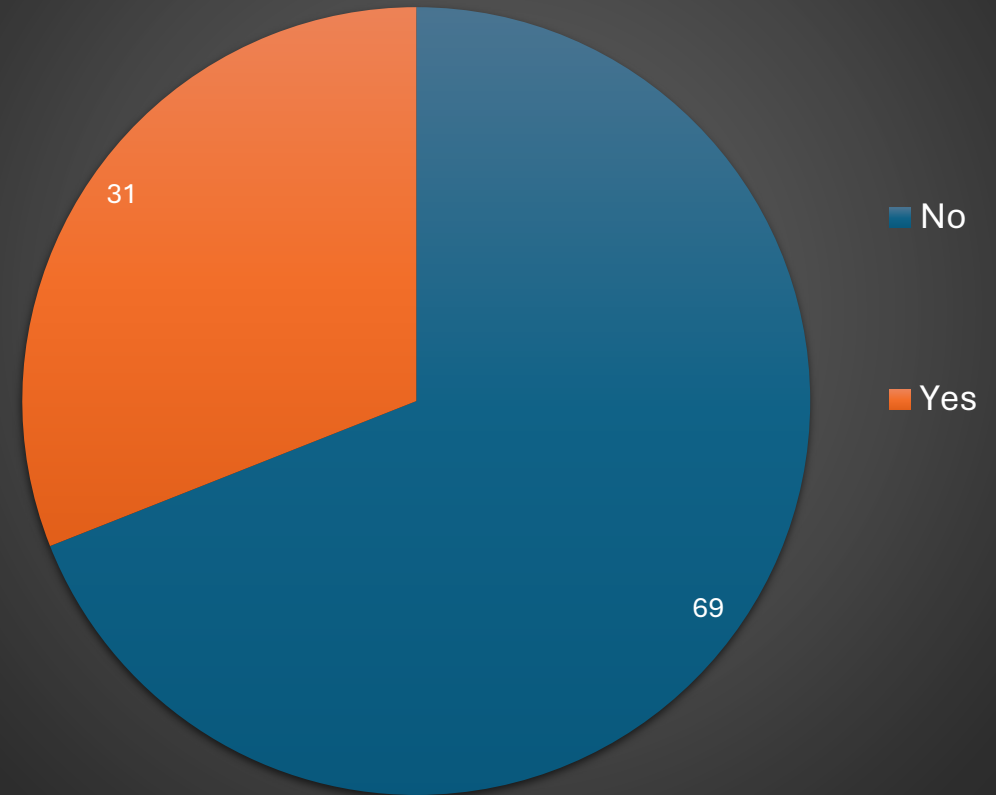
How often do you interact with
pharmaceutical company
representatives?





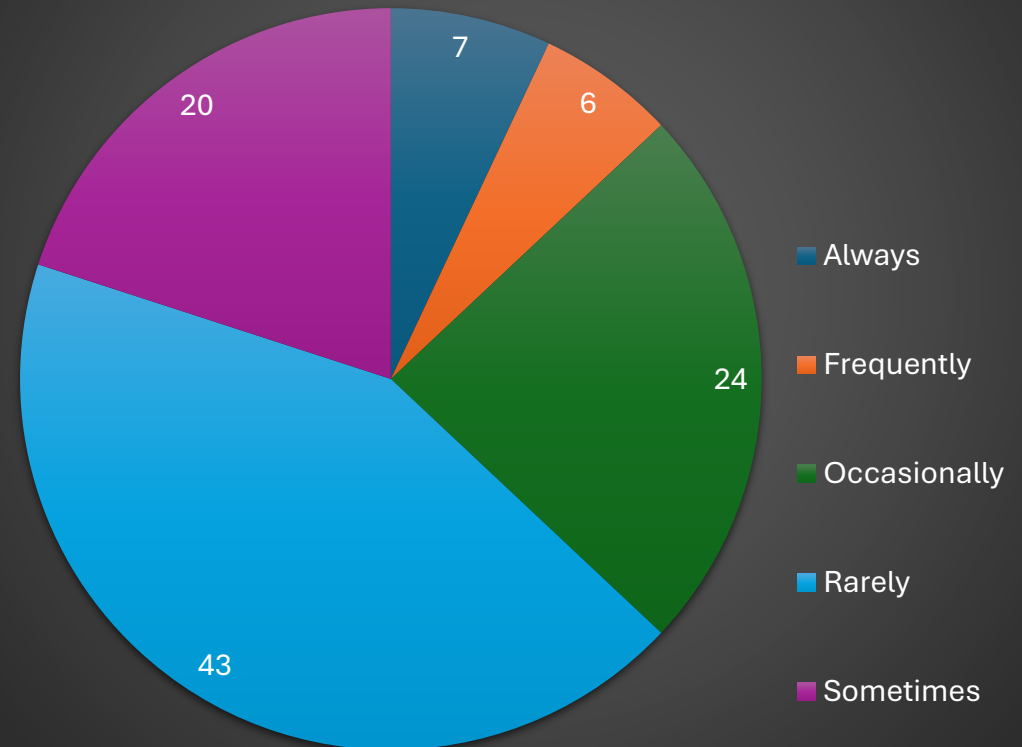
Ethical Considerations

Do you perceive any ethical dilemmas or conflicts of interest in your interactions with pharmaceutical companies?



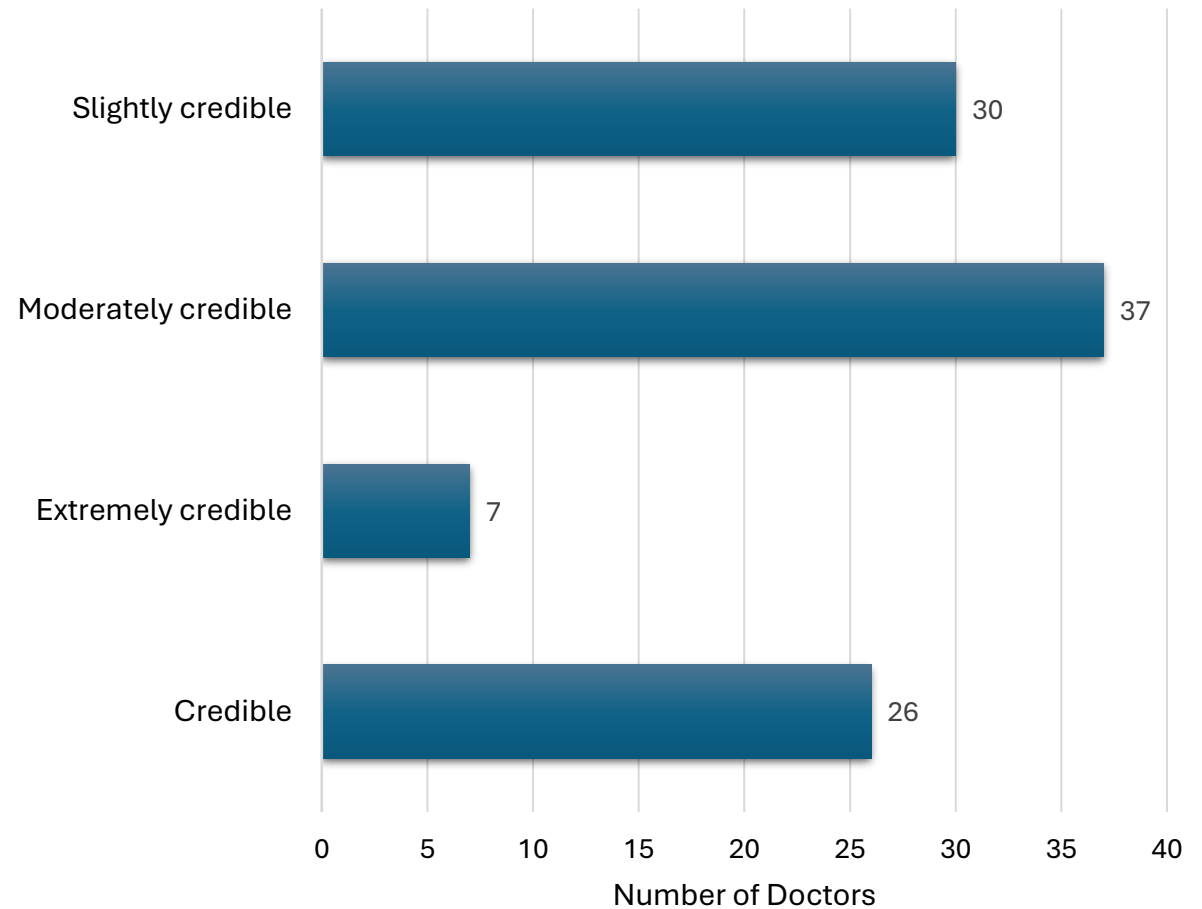
Influence of Scientific Literature

How often do pharmaceutical company scientific literature influence your decisions?



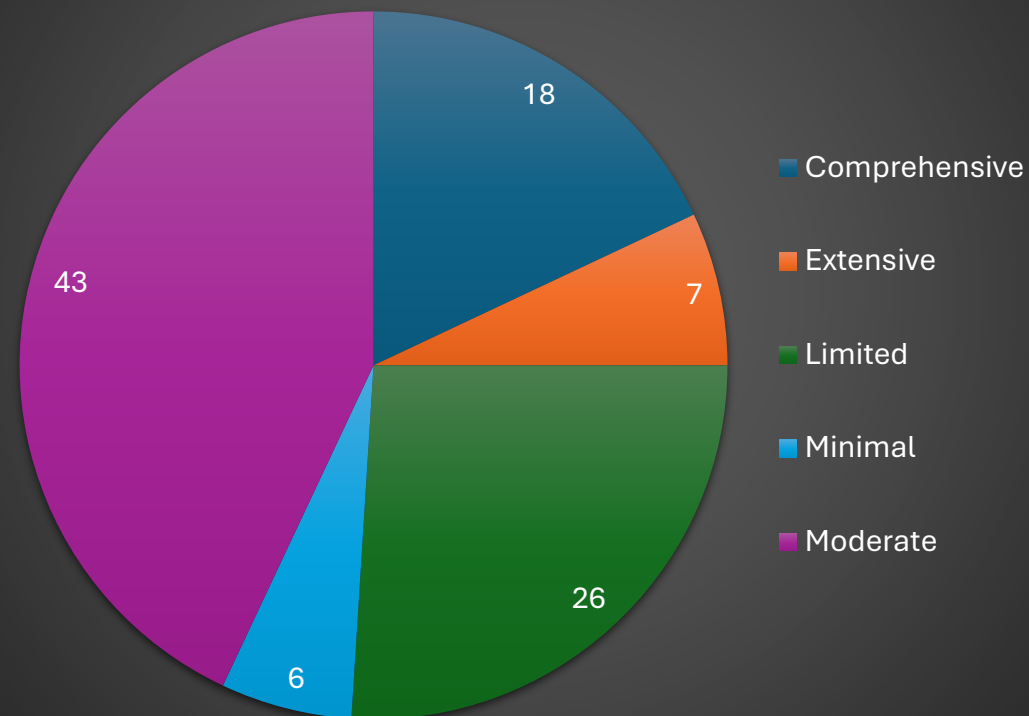
Credibility of Information

What do you think the credibility of information provided by pharmaceutical companies about their products?



Regulatory Oversight

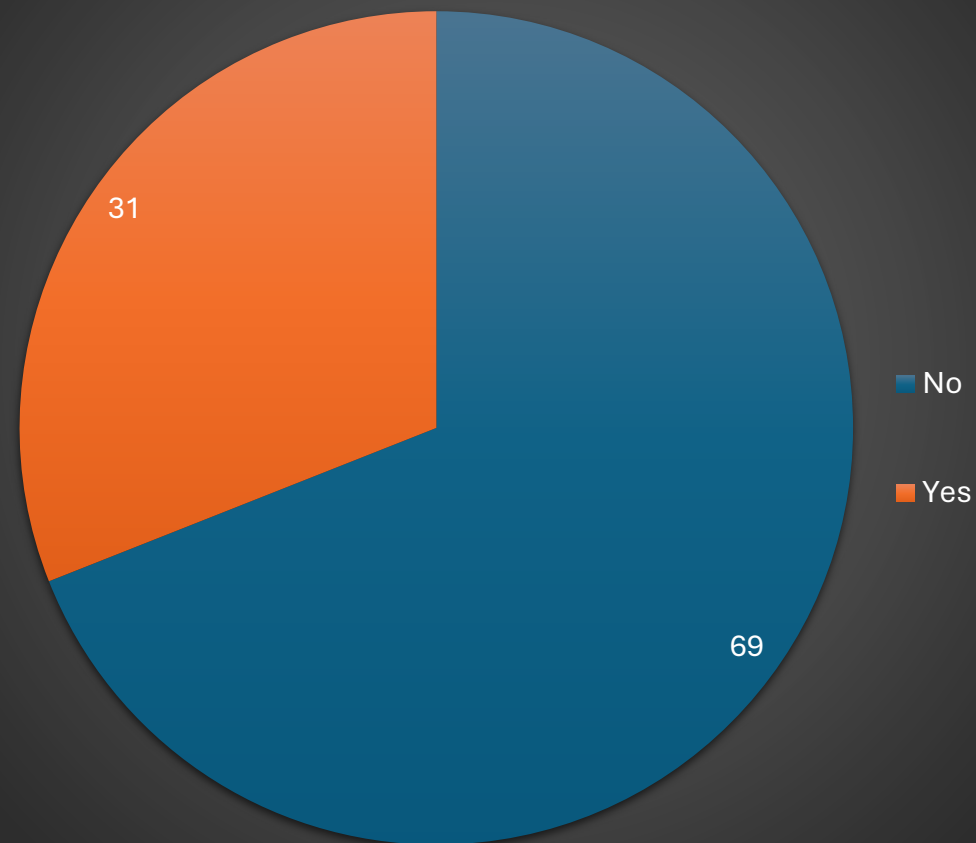
In your opinion, what role should regulatory bodies play in overseeing interactions between doctors and pharmaceutical companies?





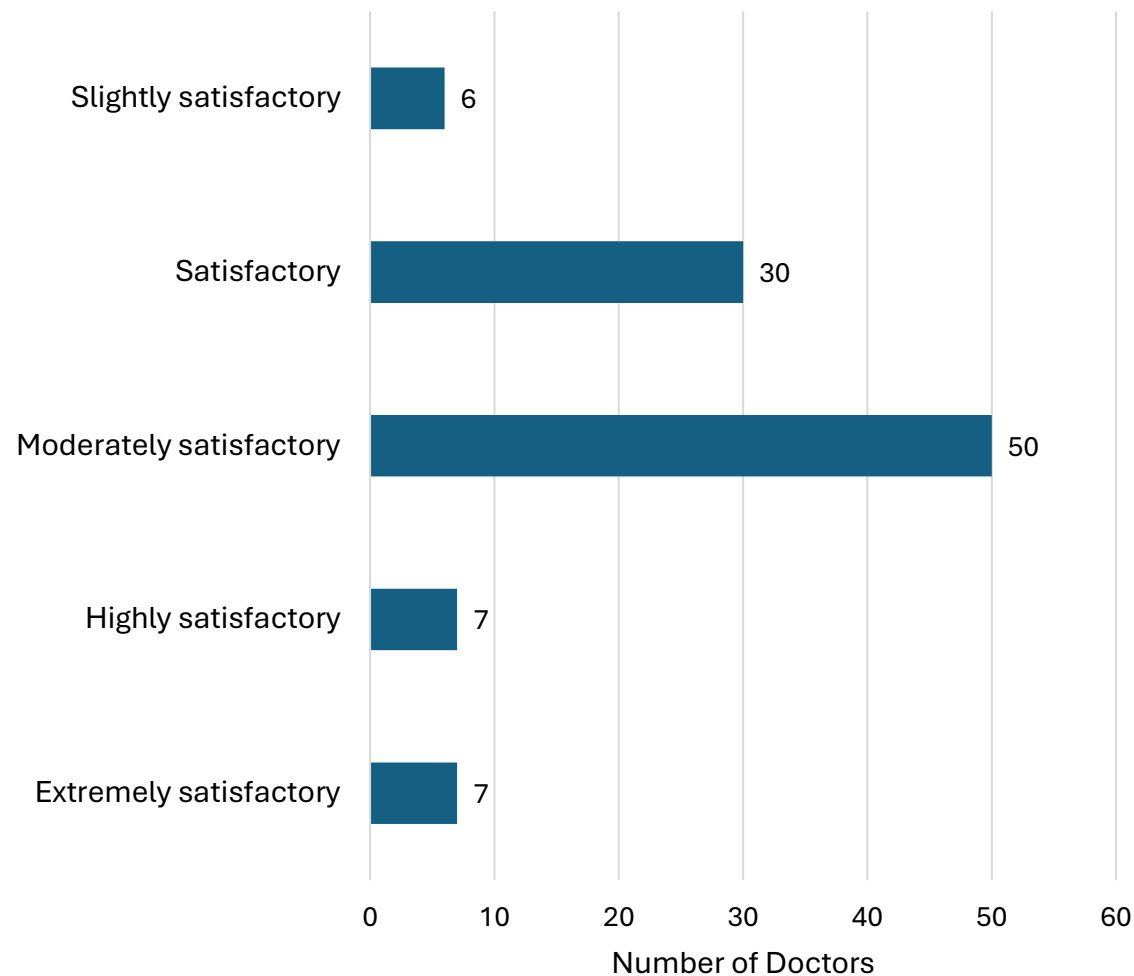
Brand Loyalty

Is brand loyalty the only key factor that
prescribing decisions?



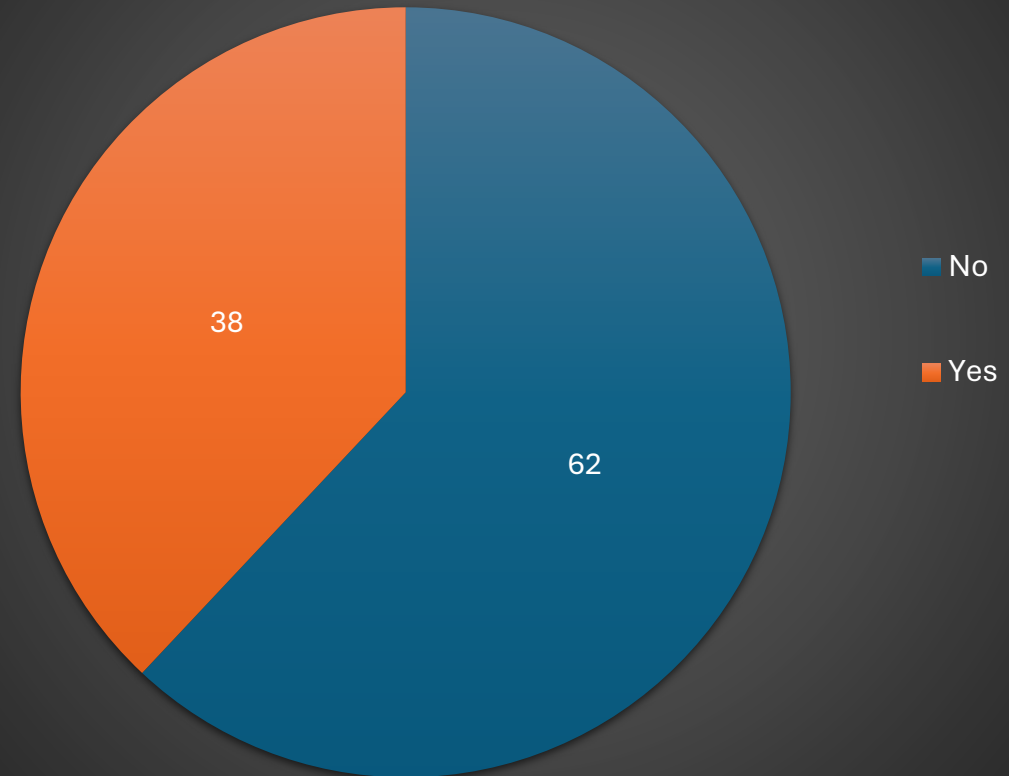
Satisfactory level of Safety and Efficacy:

What about the promises made by the pharma companies about safety and Efficacy with evidence?



Brand Preferences Stability

Have you noticed any changes in your brand preference over the past year? If yes, what factors influenced this change?



Main of reasons for switching:

Usually prefer MNC products & Non-Generic

Cost

Patient Review

Availability

Acceptability

Side effects

Clinical Data

New molecule

Research Findings

User friendly

Prioritization of Factors by Doctors



Efficacy (Highest Priority): Doctors primarily focus on a medication's effectiveness in treating the patient's condition.



Cost (Important Consideration): Affordability is a significant factor, especially if there are several effective treatment options.



Safety (Important, But Lower Priority): Doctors consider potential side effects, but prioritize efficacy as long as the safety profile is acceptable.



Patient Feedback (Least Important): While some doctors might consider patient experiences, it's the least influential factor compared to the others.

Factors Can Make Interaction Interesting with Doctors

New drug & molecule

Side effects

Cost effectiveness

Scientific evidence

Patient cases & studies

Ongoing research & trial

Drug interaction & precaution

Professionalism

Indepth knowledge

Some Factors Doctors want to Change in Marketing

- Strict limits on gifting and promotional activities
- Independent monitoring of clinical trial data
- Honesty
- Scientific content
- Drug Quality
- The medical team should also talk with doctors for product
- Restricting direct-to-consumer advertising of prescription drugs
- Independent post-marketing safety surveillance systems
- Restrictions on pharmaceutical representative access to facilities
- Explicit codes of conduct for industry-physician interactions
- Banning direct gifts or payments to individual doctors
- Centralized systems for reviewing/approving drugs

Conclusion

Interactions with Representatives:

Regular and influential, suggesting a pivotal role in brand perception.

Ethical Considerations:

Generally not perceived as problematic, indicating effective ethical practices.

Scientific Literature:

Not influential but emphasizing the need for evidence-based information.

Brand Loyalty:

Important but not exclusive, with efficacy, safety, and cost also being crucial factors.

Strategies for the Brand

- **Prove Bioequivalence and Quality Assurance of product:**

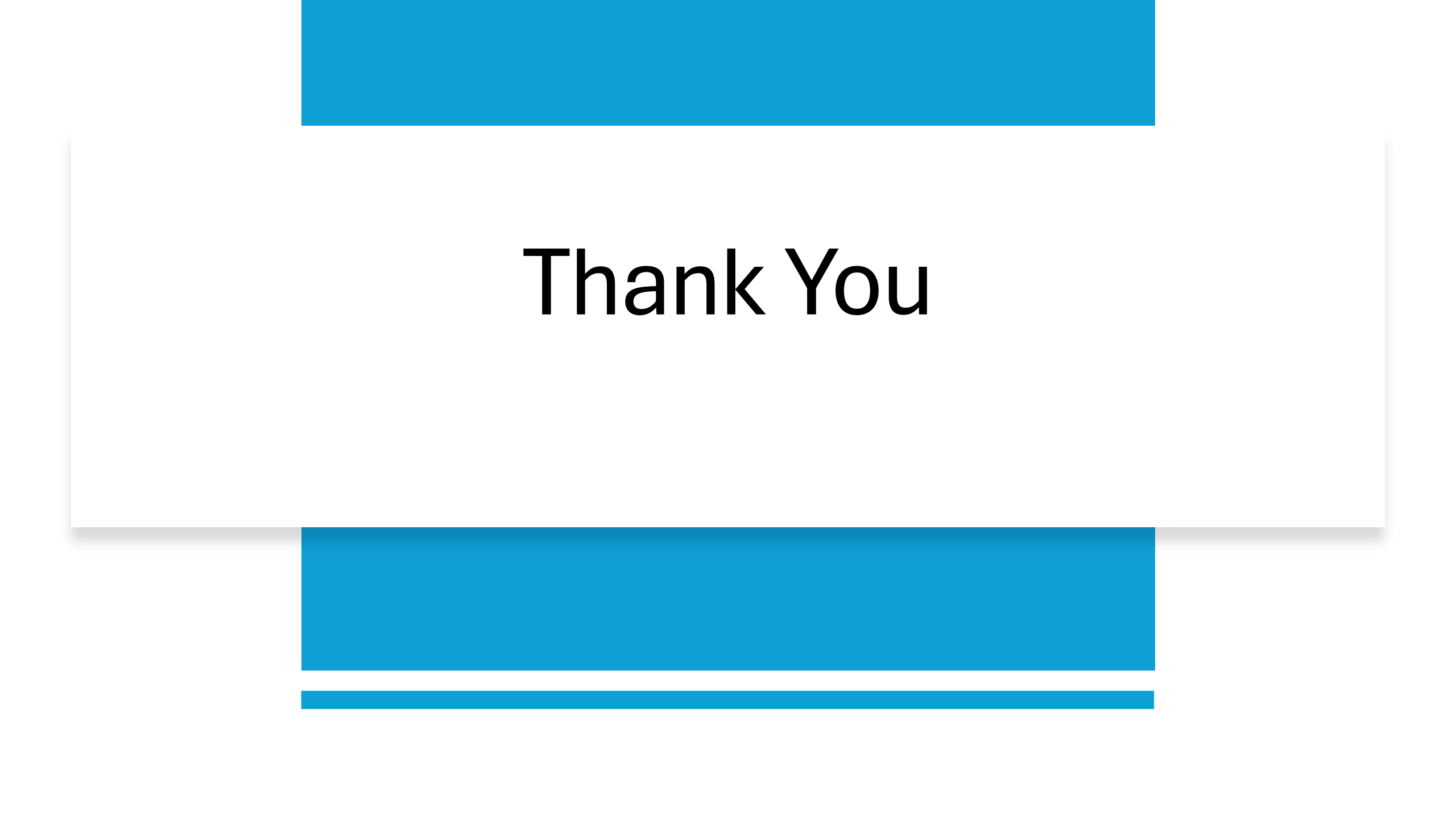
To prove the quality of the product same as the Innovator: A live demo of all quality testing of tablet samples can be provided by the doctors at the R & D Centre.

- **Cost:**

As it will be a Branded generic product the cost will much less than the innovator and pocket-friendly to the patients.

- **Patient convinced:**

As the treatment is long term so no need to buy multiple strips instead of a bottle pack of 60 & 180 tablets is available.



Thank You