

SYNOPSIS

Name: Simran Sharma

Batch: MBA PM 14

1. Title

Study of the domestic medical device market

2. Introduction

This dissertation explores the brand perception of pharmaceutical molecules among healthcare providers in gynecology, cardiology, and diabetes management. Understanding these perceptions and the factors influencing prescribing behaviours is crucial for pharmaceutical companies aiming to align their strategies with healthcare providers' preferences and enhance patient outcomes.

3. Research Question

What are the key factors influencing the brand perception and prescribing behaviours of pharmaceutical molecules among gynecologists, consulting physicians (CPs), cardiologists, and diabetologists?

4. Objectives

1. To understand the perception of prescribers regarding specific pharmaceutical combinations or molecules.
2. To identify the factors influencing prescribers' decisions to prescribe specific brands.
3. To map brand perception vis-à-vis Corona Remedies and other pharmaceutical companies.

5. Hypothesis

Healthcare providers' prescribing behaviours and brand preferences are significantly influenced by the quality, affordability, and availability of pharmaceutical products, as well as by corporate and brand equity.

6. Material and Methods

The study employed a primary research approach:

- **Questionnaires:** Tailored to each pharmaceutical combination or molecule.

- **Interviews:** Conducted with subject matter experts (prescribers).
- **Data Collection:** Utilized Google Forms for efficient data gathering.
- **Data Analysis:** Employed statistical techniques to integrate and analyse the collected data, aiming to fulfill the research objectives.

7. Data Analysis Plan

- **Descriptive Statistics:** Summarize demographic and professional characteristics of respondents.
- **Inferential Statistics:** Identify significant factors influencing prescribing behaviors and brand preferences.
- **Comparative Analysis:** Examine variations in brand perception across different specialties and geographic regions.

8. Ethical Consideration

- **Informed Consent:** Obtained from all participants before data collection.
- **Confidentiality:** Ensured by anonymizing respondents' data and securely storing the collected information.
- **Ethical Approval:** Secured from the relevant ethics committee to ensure compliance with ethical standards in research.

9. Implications of Research

- **For Pharmaceutical Companies:** Insights into the key factors driving brand perception can help refine marketing strategies, enhance product quality, and improve corporate and brand equity.
- **For Healthcare Providers:** Understanding peers' prescribing behaviours can lead to more informed decisions, ultimately benefiting patient care.
- **For Policy Makers:** Data-driven recommendations can inform policies aimed at ensuring the availability and affordability of high-quality medications.

This comprehensive study provides actionable insights for stakeholders, highlighting the importance of aligning pharmaceutical strategies with healthcare providers' needs and preferences to enhance patient outcomes.