

Impact of Medical Representative in Building Brand Perception

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Background

- ▶ The pharmaceutical sector acts as the main player in the healthcare sector. They try to continuously innovate and develop new drugs and technologies for the advancement of the healthcare system. To strengthen the healthcare sector, the government should always play a crucial role and apply the strict regulatory requirements for the marketing of any products.
- ▶ Brand perception is a crucial aspect of marketing. What others think about our products and services matters. Eventually, that leads to more customers buying our products and helps us to generate more revenue and gain high-profit margins. Brand perception also builds the trust the customer put in any brand or company to grow.

Objective of Study

To Explore the factors influencing medical practitioners perceptions of pharmaceutical brands.

To Identify the role of ethical considerations in prescribing decisions.

To Assess the impact of marketing strategies on brand perception.

Sub-Objective

What factors influence medical practitioners' decisions to prescribe specific brands?

How do ethical considerations affect interactions with pharmaceutical companies?

How credible do medical practitioners find the information provided by pharmaceutical companies?

What changes in brand preference have been seen over the past year?

Research Methodology

- ▶ **Study Design** - This study adopts a quantitative research design to quantify the perceptions of medical practitioners towards pharmaceutical brands.
- ▶ **Sample Size** - The target population includes 100 general physicians practicing in Nagpur.
- ▶ **Sampling Technique** - A purposive sampling technique was used to select participants who meet the inclusion criteria of being licensed and having at least three years of clinical experience.
- ▶ **Data Collection** - Data were collected using a structured questionnaire with 12 questions, administered through face-to-face interviews. The questions covered interactions with pharmaceutical representatives, factors influencing prescribing decisions, ethical considerations, and changes in brand preference.

Techniques For Analyzing The Collected data

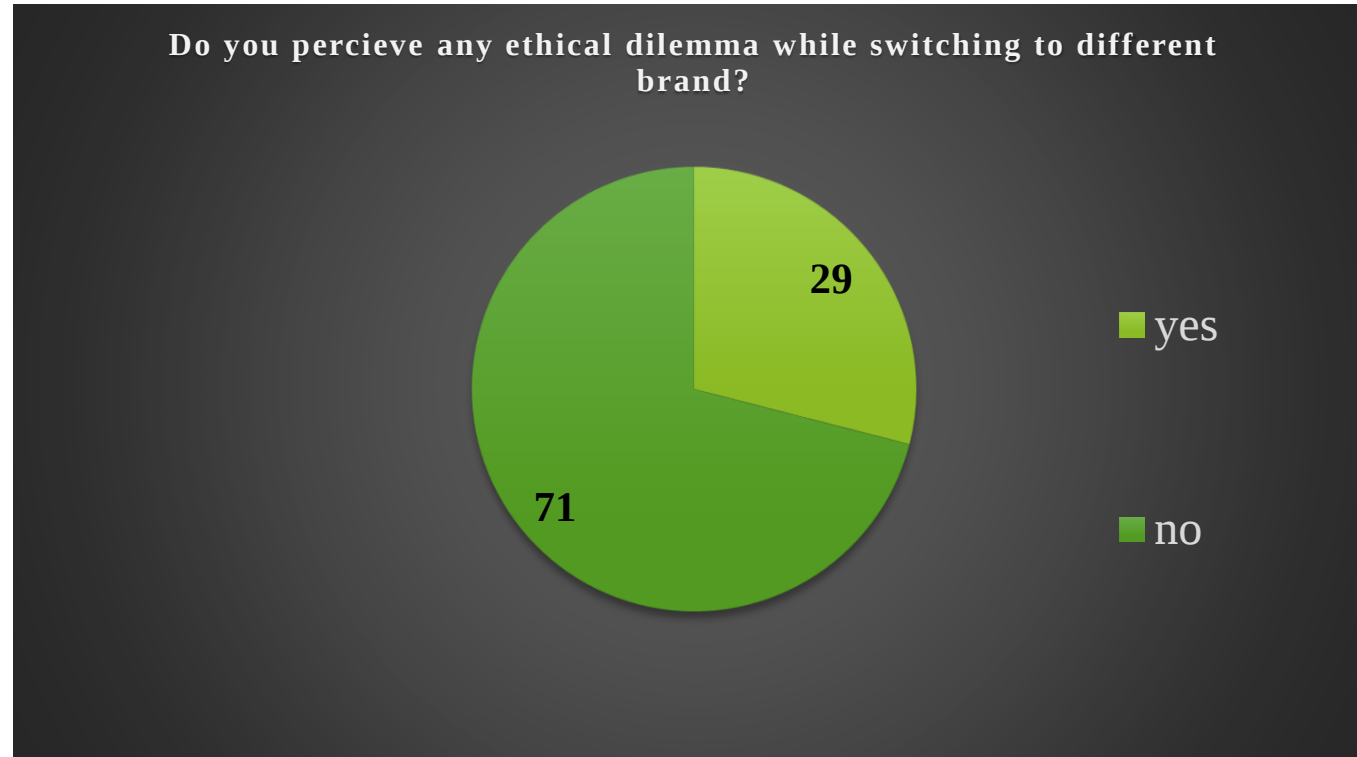
- Descriptive statistics, including mean, median, and mode, were used to summarize the data. Inferential statistics, such as chi-square tests and regression analysis, were employed to identify significant relationships between variables. Open-ended responses were analyzed using thematic analysis to identify common themes and patterns.

Data analysis and interpretation

1. Factors Influencing Brand Perception of Medical Practitioners

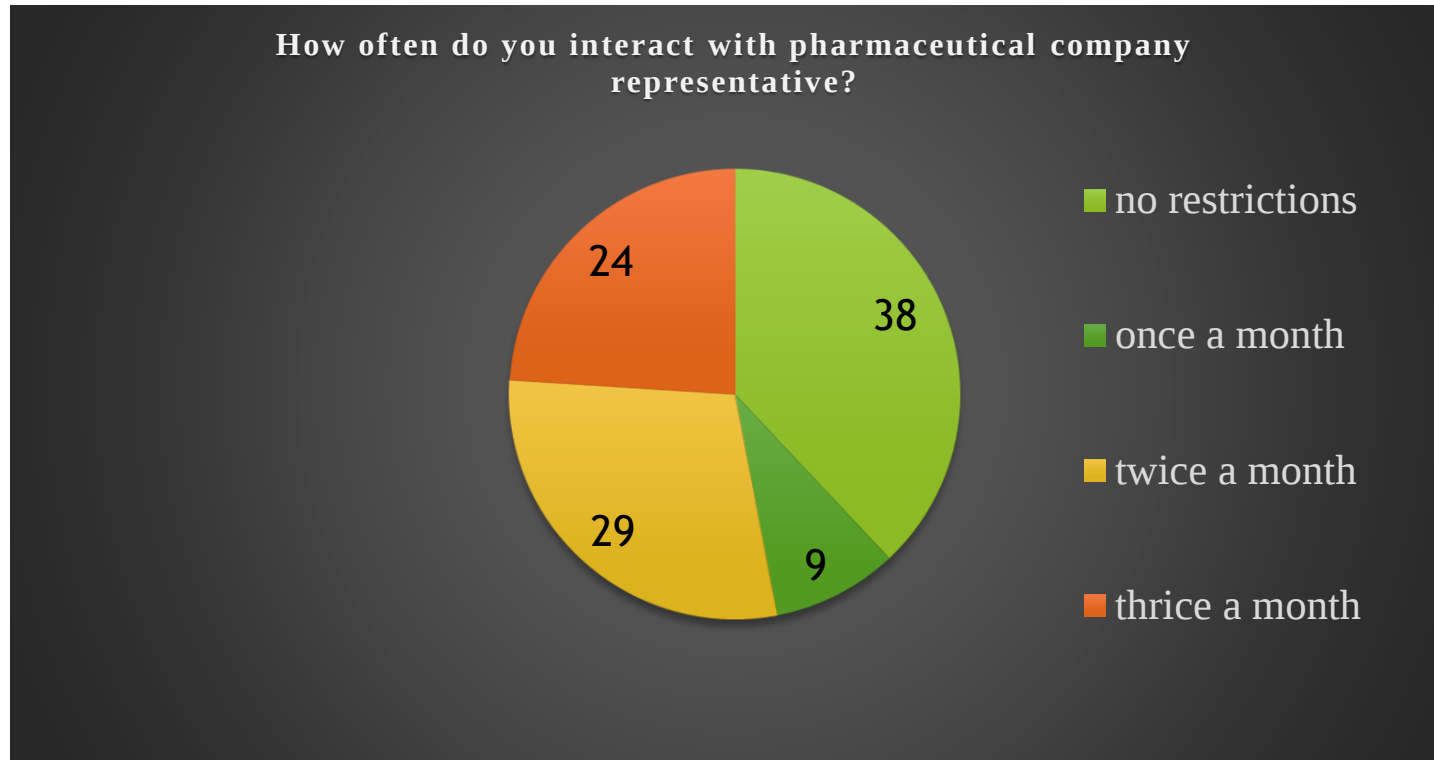
- ▶ **Efficacy**
- ▶ **Cost**
- ▶ **Safety**
- ▶ **Patient feedback**
- ▶ **Drug quality**
- ▶ **Side effects**
- ▶ **Availability**

2. Role of ethical considerations in prescribing decision.



This data shows that many doctors don't feel any ethical dilemma while switching to different brands. And hence it is quite possible to build an brand perception with right strategies among medical professional

3. Impact of Marketing strategies on brand perception



This data shows many medical professionals prefer less frequent visits from medical representative and hence different channels of communication should be used like emails, online portals, webinars should be used.

Findings

- ▶ **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:** Highly influential, emphasizing the need for evidence-based information.
- ▶ **Brand Loyalty:** Important but not exclusive, with efficacy, safety, and cost also being crucial factors.

Recommendation

- ▶ **Enhanced Communication:** Increase the frequency and quality of interactions with medical practitioners.
- ▶ **Transparent Information:** Ensure the accuracy and reliability of the information provided.
- ▶ **Ethical Practices:** Maintain and enhance ethical standards in all interactions.
- ▶ **Regulatory Oversight:** Strengthen regulatory frameworks to oversee interactions between doctors and pharmaceutical companies.
- ▶ **Continuous Education:** Support ongoing education for medical practitioners on ethical practices and new treatments.

Thank you