

IMPACT AND FUTURE OF COVID-19 INDUCED DIGITALIZATION ON PHYSICIANS AND ON PHARMACEUTICAL INDUSTRY

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INTRODUCTION



Corona Virus Disease 2019 (COVID-19) was originated from China and has since spread globally. Quarantines and social distancing practices are followed to contain the pandemic.



This has changed the way how the world works, and Healthcare industry is no excuse to it. Face to face interactions are replaced by digital interactions to get one's work done.



Firstly, patients are not supposed to visit the physicians unless an emergency, raising the question of accessibility to physicians by patients.



Secondly, Pharmaceutical industry which is dependent on one to one interaction with physicians for the marketing the medicines are now facing challenges as physicians see no value in the same at this point. This exerts a pressure on the industry to change the way their sales force and marketing teams work

OBJECTIVES



01 Physicians

Your Content Here

- To find out how the physicians are connected to their patients during the pandemic.
- To find the views and attitudes of physicians about the digital consultations.
- To determine the expectations of physicians from pharmaceutical companies i.e., how can pharma organisations help the physicians during the pandemic.
- To find out the best possible way in which they want the pharmaceutical companies to interact with them post lockdown.

- To determine the challenges faced by the sales and marketing teams to connect to physicians during the lockdown.
- To find out the alternative strategies used by the pharmaceutical organizations to connect to the physicians during the lockdown.
- To find the views and attitudes of pharmaceutical professionals, about the future of work of sales force and marketing teams, once the lockdown is lifted

Pharmaceutical organizations 02

METHODOLOGY

Sample Design-Qualitative and Quantitative research approach was adopted. Respondents were pharmaceutical professionals and doctors.

Sampling method- We have done sampling on the basis of Purposive sampling method

Reason for sampling method- We have chosen this method for sampling and categories of pharmaceutical professionals and HCPs because of the objective of our study.

Data source: A combination of primary research and secondary research

Tool of data collection- Questionnaire in the form of google form.

Data Collection Method- Primary data were received by the respondents by using questionnaire in the form of google form.

Duration- 2 Months (Mid-April to Mid-June 2020)

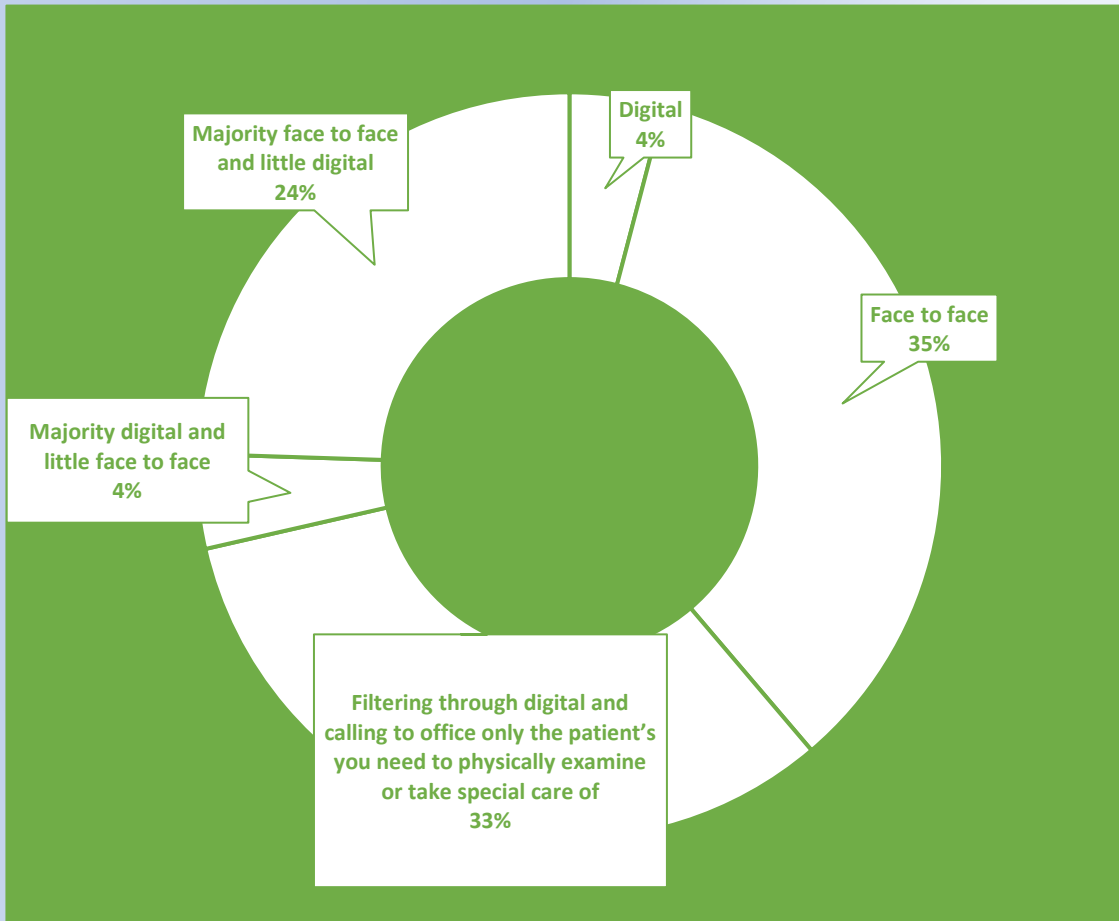
Sample Size- 200 pharmaceutical professionals and 50 Doctors.

Data Collection Tool- The questionnaire which consist of 2 separates google forms for pharmaceutical professionals and doctors. Both questionnaires are based on the impact of digitalization on pharmaceutical professionals and doctors.

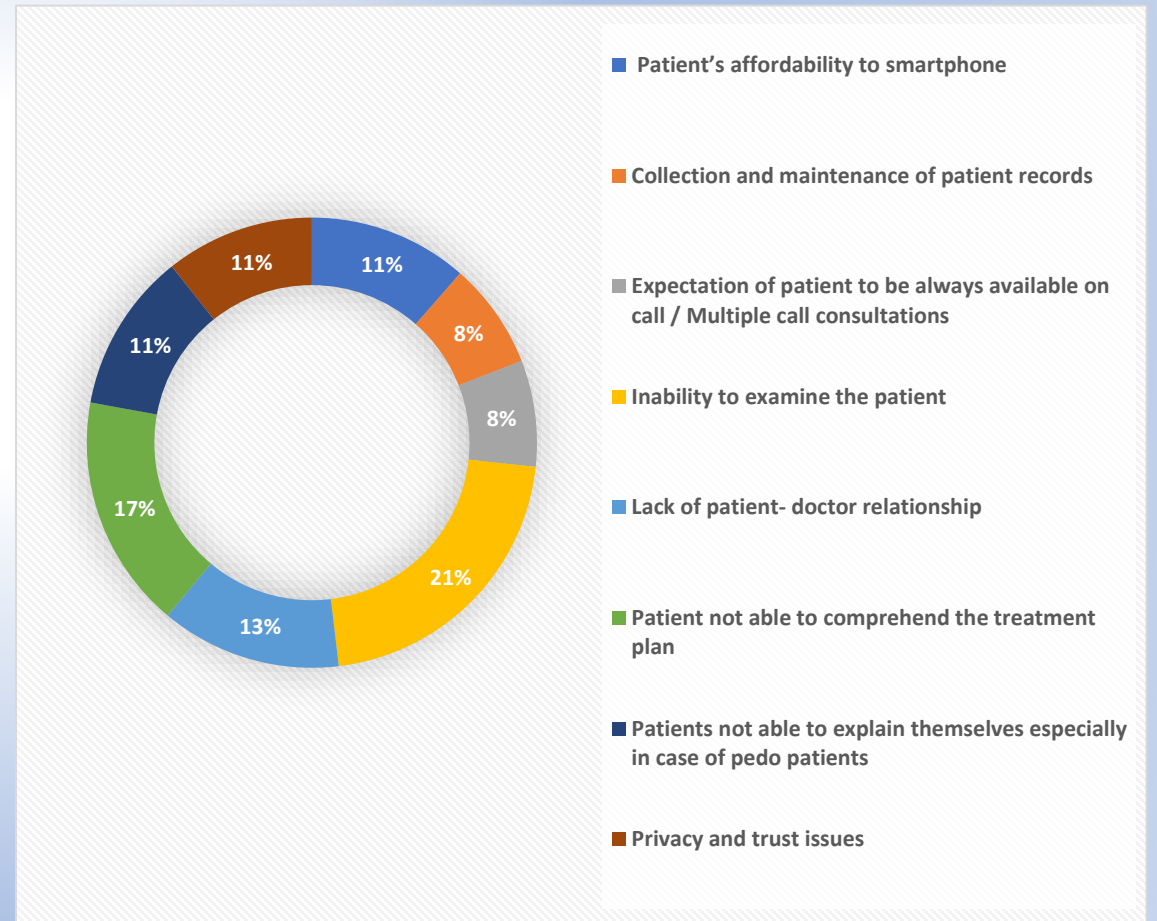
Study area: PAN India.

RESULTS AND DISCUSSIONS

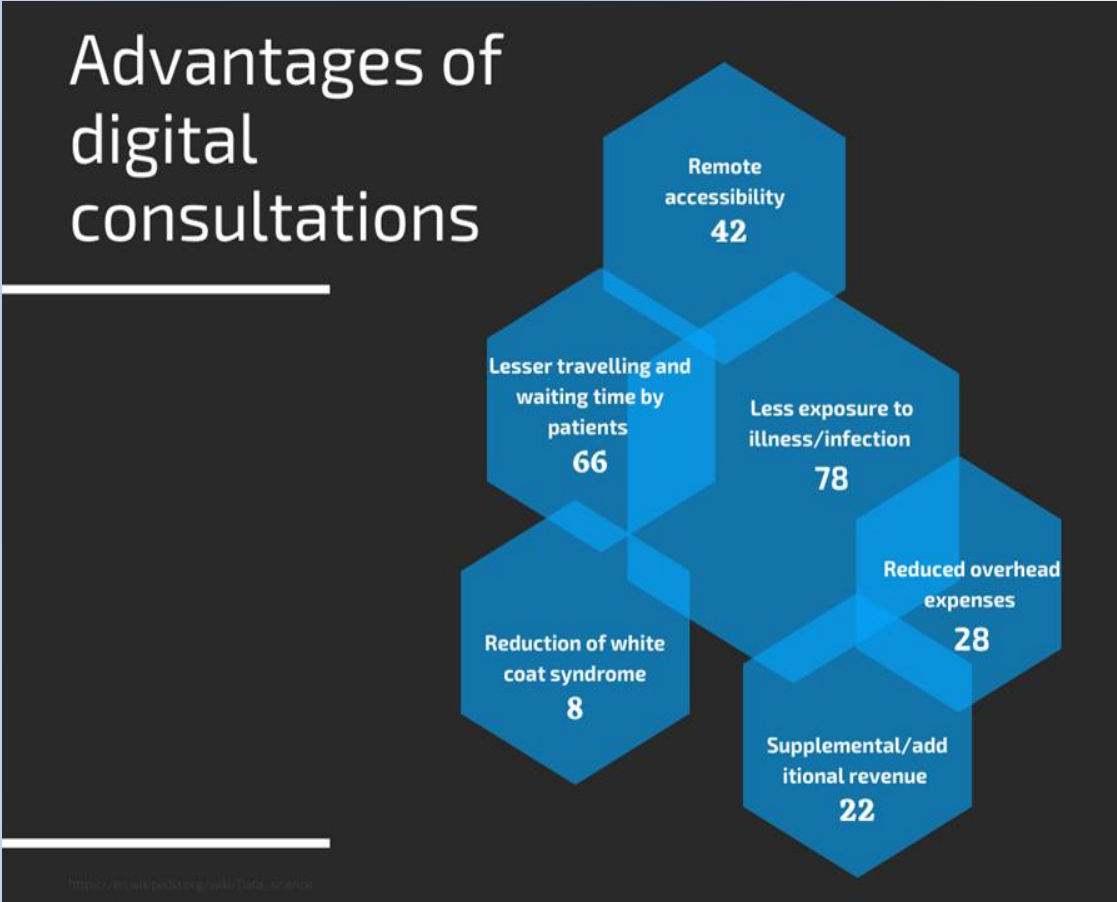
The preferred way of consultation, post covid



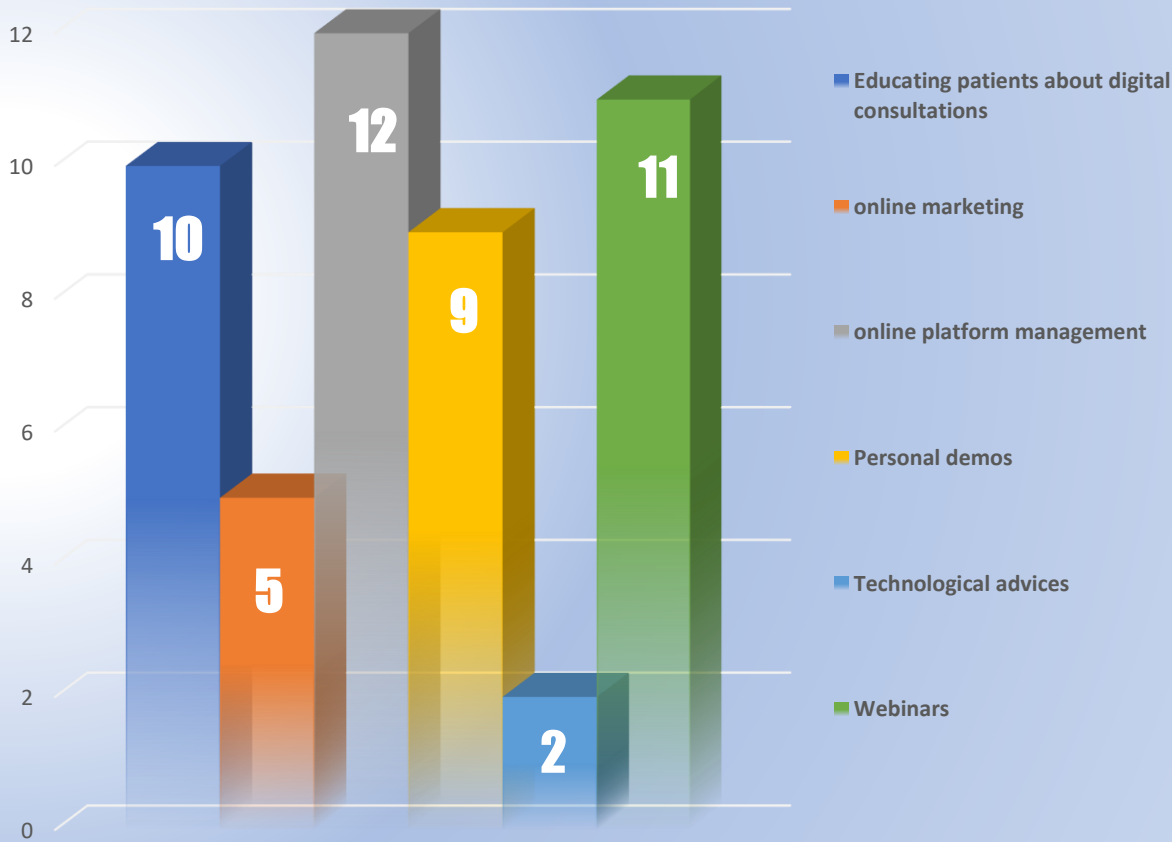
The challenges of digital consultations by physicians



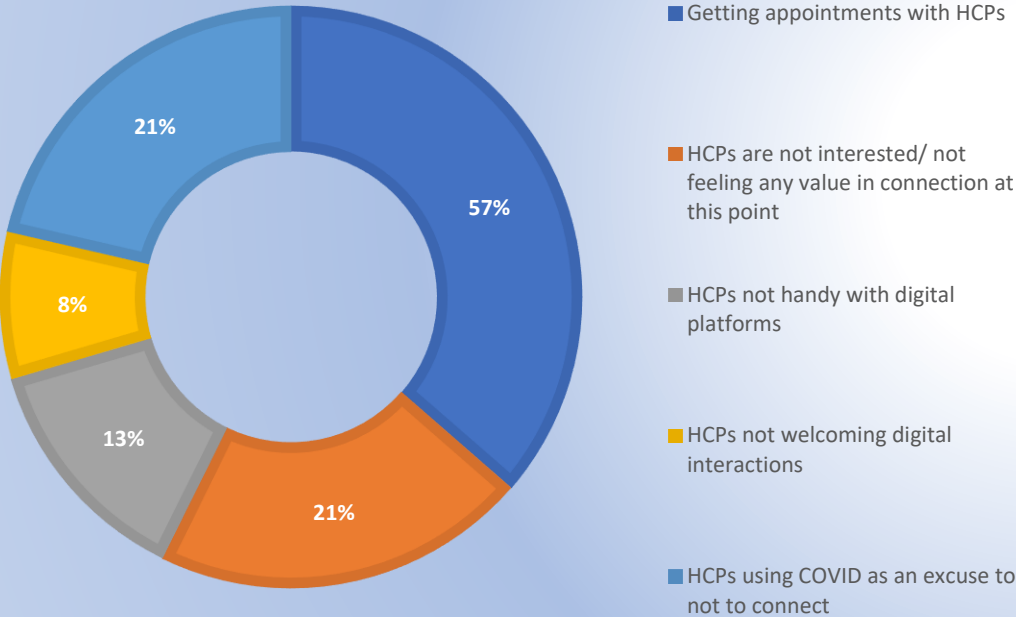
Advantages of digital consultations



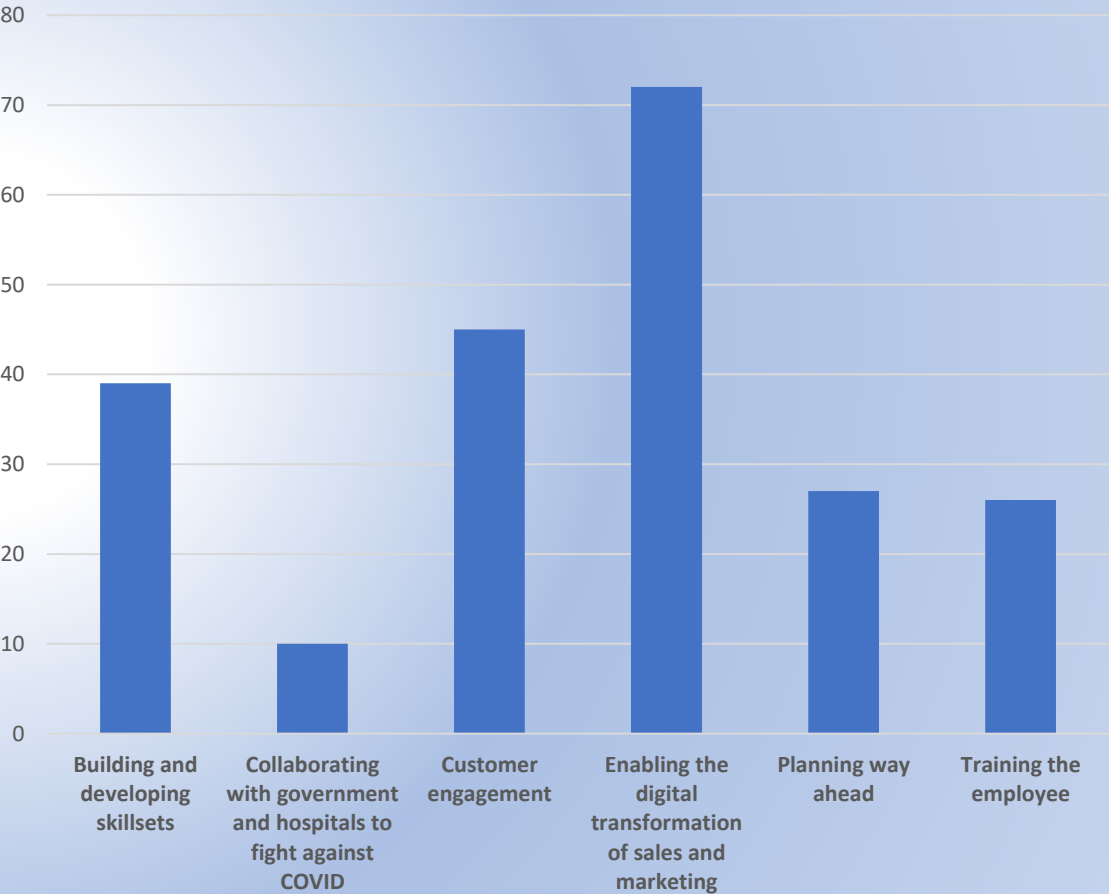
Pharmaceutical companies can support with the digital transformation of consultations



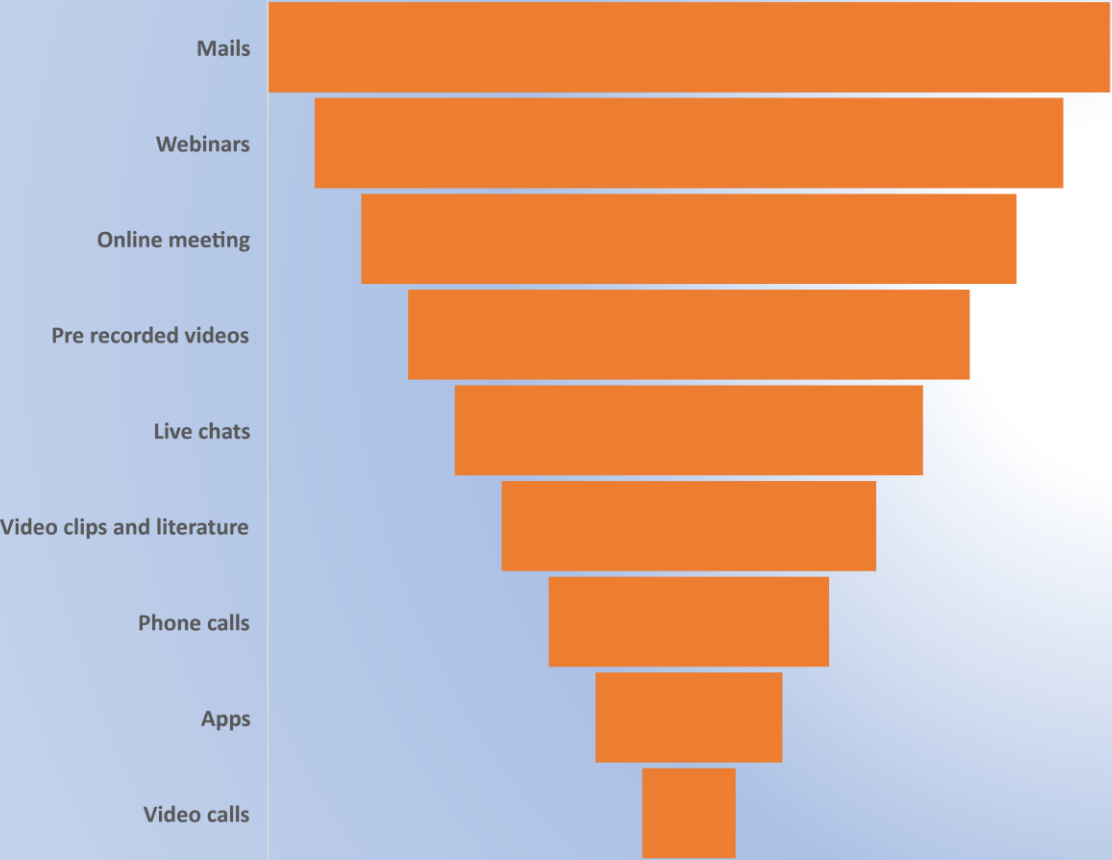
Challenges faced by organization to engage Health care professionals during lockdown



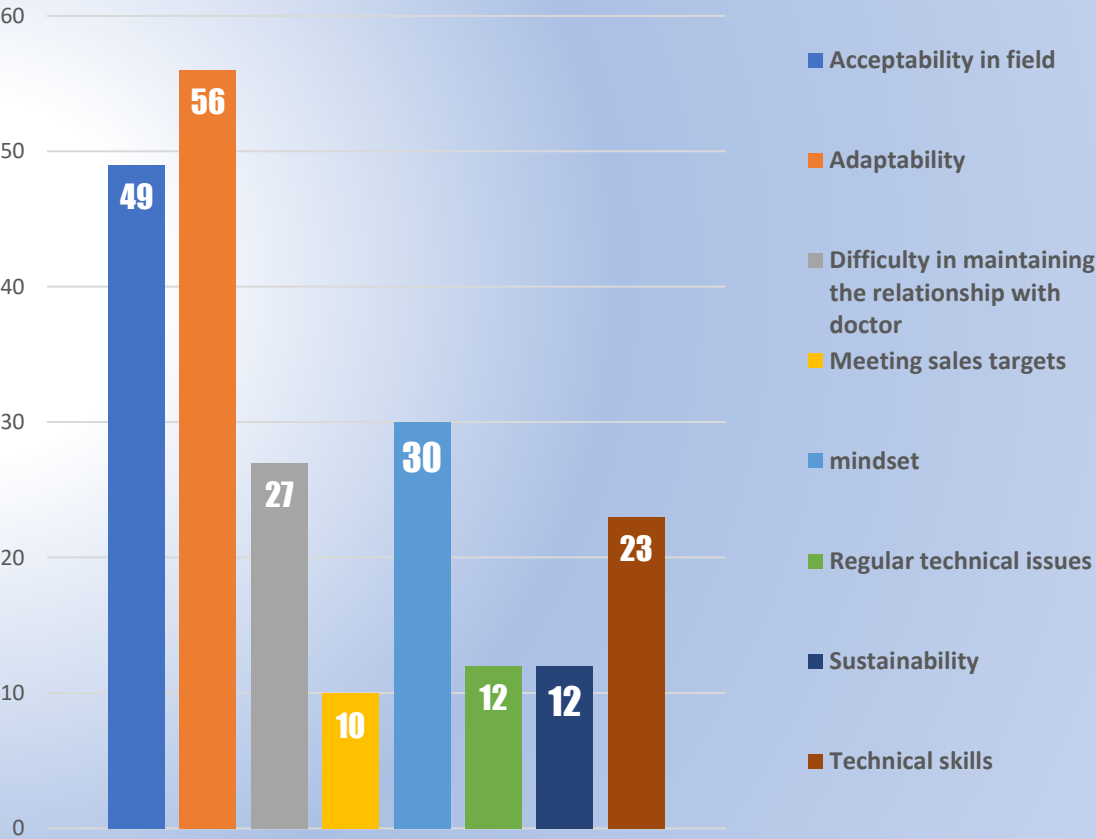
Priority of your organization during lockdown



Order of preference, best way to pitch your products other than having the face to face interactions with doctors, post covid



Most important challenge of digital marketing by Pharma professionals



RECOMMENDATIONS

Study should be conducted with larger sample size to get more appropriate results.



The physician study has to be focused and in-depth analysis focusing the geographical location, age, gender and specialties might open up a new perspective to the study.



Addition of open-ended questions in the survey might give a new dimension to the study as the respondents are not forced to choose one from the given options.



Qualitative surveys like group discussions, personal interview etc. will include and answer a lot of puzzled and unanswered questions



Convincing physicians and pharmaceutical professionals for qualitative research became a difficult task as they were very much concerned about the confidentiality and were not ready to disclose any information as a result of which we were unable to conduct qualitative research with the respondents



CONCLUSION

The important advantage of telemedicine is that the patients are less prone to infections and the major challenges are the inability to perform physical examinations.

Physicians prefer to have digital interactions followed by face to face interactions. Further, the physicians want the professionals to help them with online platform management

Challenge faced by the organization to engage physicians during the lockdown was getting appointments with physicians



Decrease of hospital visits . Reasons - fear of exposure to infection by the patient. Phone and video calls are the medium currently followed.

Physicians expect the pharmaceutical companies to develop digital tools that best helps their patients to comprehend the treatment plan

The professionals have said that the priority of the organization is to enable digital transformation of sales and marketing activities.

References

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The Complete Digital Marketing Course



COURSE DESCRIPTION

**Course Instructor -
Rob Percival and
Daragh Walsh**

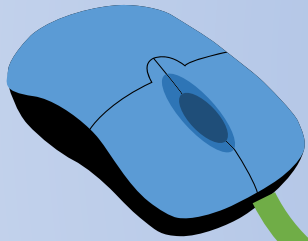
**Course duration – 23
hours**

Subject Area -Marketing

**Course provider –
UDEMY**

Digital Marketing can be stated as to achieve your business objectives and goals by digitally that include SEO, social media platforms, content creation & advertising in order to educate, engage & market your product or service to potential buyers

This is the complete digital marketing course which includes all the major content of digital marketing tools to its process from basic to advance



OBJECTIVES OF THE COURSE

To Learn about importance of focusing on Digital marketing in this digital world

To Grow a Business Online from Scratch, Make Money as an Affiliate Marketer

Land a High-Paying Job in Digital Marketing and Work from Home as a Freelance Marketer

Tools and contextual knowledge for quality improvement and gain knowledge about the digital services



COURSE CONTENT

Market Research. Ask 3 simple questions to validate your business idea.

WordPress Build a world-class website in 1 hour without any coding.

Email Marketing Build a mailing list of 1000 people in 30 days from scratch.

Copywriting Write sales pages that make the cash register ring!

SEO (Search Engine Optimization). Get free traffic to your website with SEO.

YouTube Marketing. Drive traffic & sales with simple "how to" videos.

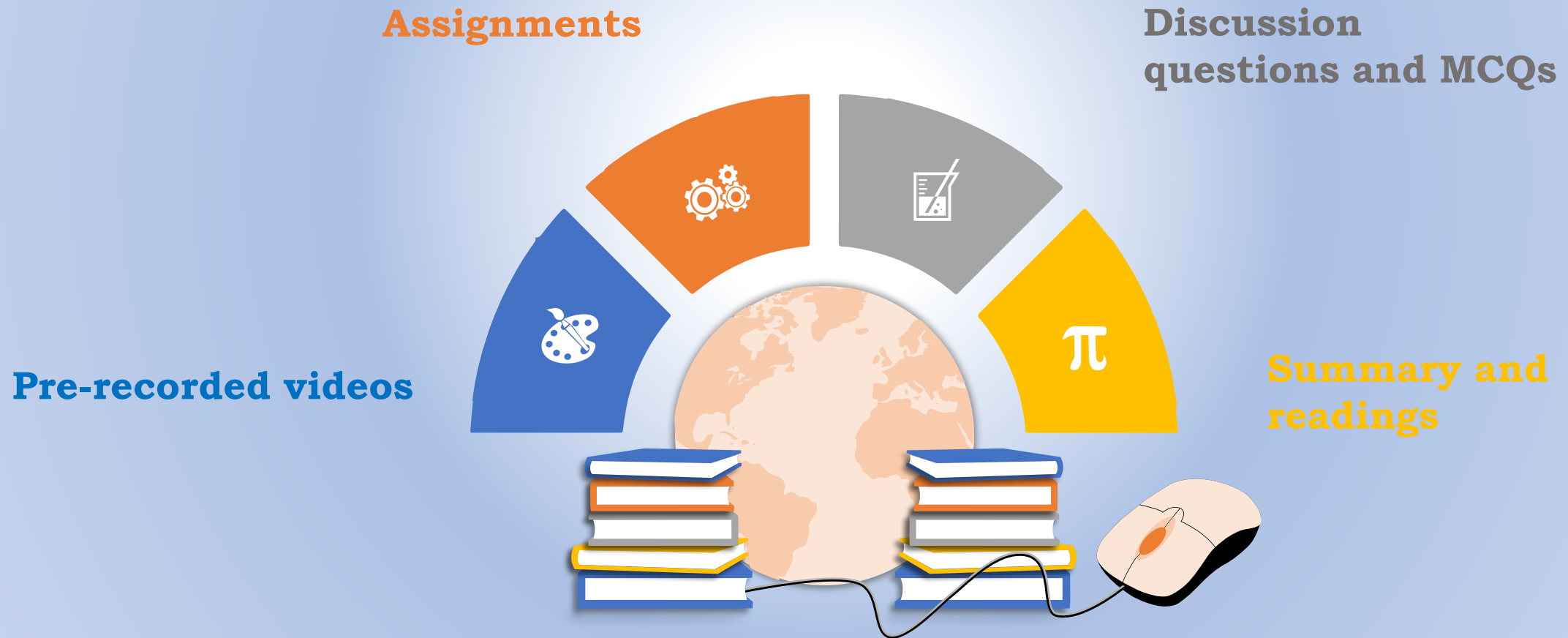
Social Media Marketing (Instagram, Facebook, Twitter, Pinterest & Quora).

LinkedIn Marketing. Go viral on LinkedIn and 400x your connections.

Google AdWords. Avoid common mistakes and set up profitable campaigns first time.

Google Analytics. Improve your marketing with Google Analytics data.

LEARNING METHODOLOGY



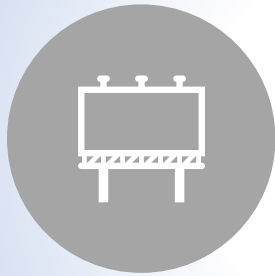
Key Learnings from the Course



Key Learnings from the Course



MARKET RESEARCH - RECOGNIZE THE PAIN POINTS, IDENTIFY PROBLEMS AND NEEDS, UNDERSTAND THE DEMANDS



SET UP A WEBSITE - A WEBSITE GIVES THE OPPORTUNITY TO TELL CUSTOMERS ABOUT YOUR BUSINESS AND SERVICES, WEBSITE NOT ONLY ADVERTISES YOUR PRODUCT OR GIVES INFORMATION ABOUT YOUR BUSINESS BUT ALSO HELPS IN SALE AND PROFIT OF THE BUSINESS



EMAIL MARKETING- EMAIL MARKETING HAS BEEN AROUND FOREVER, AND FOR GOOD REASON. IT'S THE MOST DIRECT AND EFFECTIVE WAY OF CONNECTING WITH YOUR LEADS, NURTURING THEM, AND TURNING THEM INTO CUSTOMERS



COPYWRITING – SALES LANDING PAGES- COPYWRITING IS A PROCESS OF WRITING WORDS TO PERSUADE PEOPLE TO TAKE THE ACTION YOU WANT THEM TO (E.G. MAKE A PURCHASE, SUBMIT AN EMAIL, REQUEST A DEMO).



SEARCH ENGINE OPTIMIZATION- IT IS THE PROCESS OF GETTING TRAFFIC FROM THE FREE, ORGANIC, EDITORIAL, OR NATURAL SEARCH RESULTS ON THE SEARCH ENGINES. SIMPLY PUT, IT'S THE NAME GIVEN TO THE ACTIVITY THAT ATTEMPTS TO IMPROVE SEARCH ENGINE RANKINGS



FACEBOOK MARKETING - FACEBOOK MARKETING IS A PLATFORM THAT OFFERS A VARIETY OF HIGHLY TARGETED PAID ADVERTISEMENTS AND ORGANIC POSTS, ALLOWING BRANDS TO PUT THEIR PRODUCTS AND SERVICES IN FRONT OF THE MASSIVE AUDIENCE



GOOGLE ADWORDS- INSTANT RESULTS. DRIVE TARGETED ROUND-THE-CLOCK TRAFFIC TO YOUR WEBSITE IN MINUTES, HIGHLY TARGETED. TARGET BY KEYWORDS, LOCATION, LANGUAGE, TIME OF DAY & MORE, COST EFFECTIVE



THANK you