

PART -1
(Summer Training)

Doctor's Perception towards future of Pharma Marketing, Role of Digital Application & Artificial Intelligence in Pharma

**SUBMITTED TO –MR. RAHUL SHARMA
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SUBMITTED BY –SHRUTI DUDHANDE

MBA PM-11

ROLL NO-210

ABSTRACT

The pharmaceutical industry is competently characterized as a “life-line industry.” It plays an important role in reducing the pain of people globally and managing numerous illnesses that affect living individuals. However doctors hold an important number of fundamental positions in the pharmaceutical industry, practicing physicians are commonly not aware of the lifeworks in this industry, or of the organogram of a pharmaceutical company, many physicians have not had much introduction to pharma during their clinical practice. Therefore to strengthen the synergy between medicines and academia and also to enlighten doctors considering a career in the pharma industry, it is very important for the pharma companies to enhance doctors knowledge about the operation within pharmaceutical companies. Pharmaceutical companies work in a balanced environment which poses limitations in the nature of promotional and marketing activities they can pursue. As the Artificial Intelligence is developing, the practice of medication is changing. The reliability and efficacy of prognosis and therapy over diverse specialty are already enhancing with the help of AI- based systems combined with quick enhancement in computer processing. This resulted in looking into whether systems which are based on AI will ultimately takeover doctors of respective specialty or will supplement the functions of doctors without replacing them. This research seeks to evaluate the impact on doctors to further figure out the technology and assess effect of the technology over the medicine. The motive of the research is to understand and assess the perception of physicians towards the pharma market and to know about the acceptability and effectiveness of digitalization and Artificial Intelligence in the Pharmaceutical industry.

Keywords :*Doctors perception, pharmaceutical industry, pharma market, digital application, artificial intelligence.*

RESEARCH OBJECTIVE



*Perception of doctors towards
future of pharma marketing.*



*Doctors perception towards role
of digital application in pharma*



*Doctors viewpoint towards
Artificial Intelligence*

RESEARCH METHODOLOGY

Type of Research : *Descriptive study*

Data collection : *For the survey online google form was generated with multiple choice questions . Primary data was collected from the doctors throughout the Pan India . secondary data was collected from PubMed Articles , Published journals .*

Durations: *3 month (22/04/2020 – 30-07-2020)*

Sample Size : *50 Doctors*

Data Analysis : *The data analysis had been done by using MS Excel*

Study Area : *Pan India*



Data Collection Method:

Primary Data Collection : *A pretested structured questionnaire was framed for Data Collection*

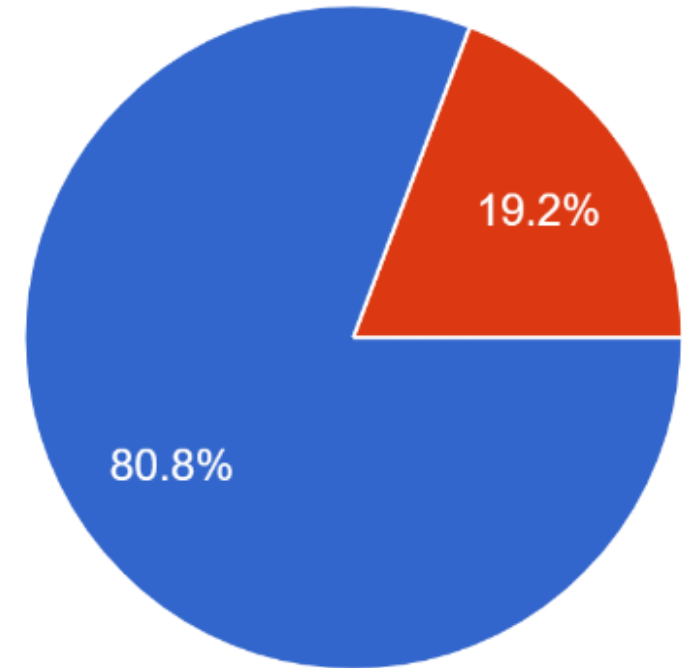
Secondary Data Collection : *Journals , PubMed Articles .*

Measure of Ethics : *Respondents were assured of Privacy and Confidentiality*

Data Analysis and Interpretation: *Analysis and interpretation of the data has been carried out to deduce the conclusions with the aid of appropriate statistical tools*

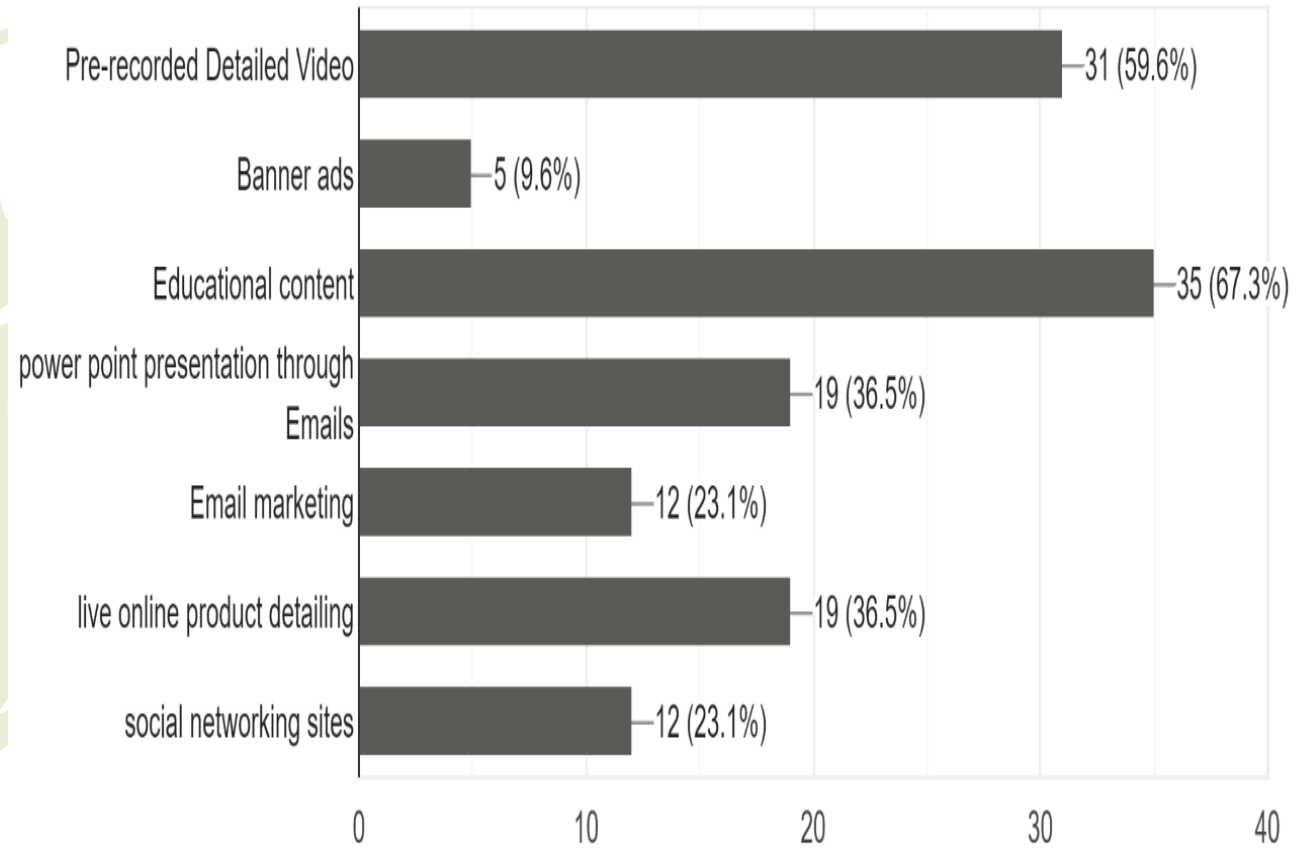
Have you experienced Online product detailing with the Medical reps / Pharma professionals?

Analysis : This graph shows doctors experience with online product detailing with medical reps /pharma professionals , here 80.8% doctors have said yes they have experienced online product detailings whereas , 19.2 % doctors have not experienced online detailing of product .



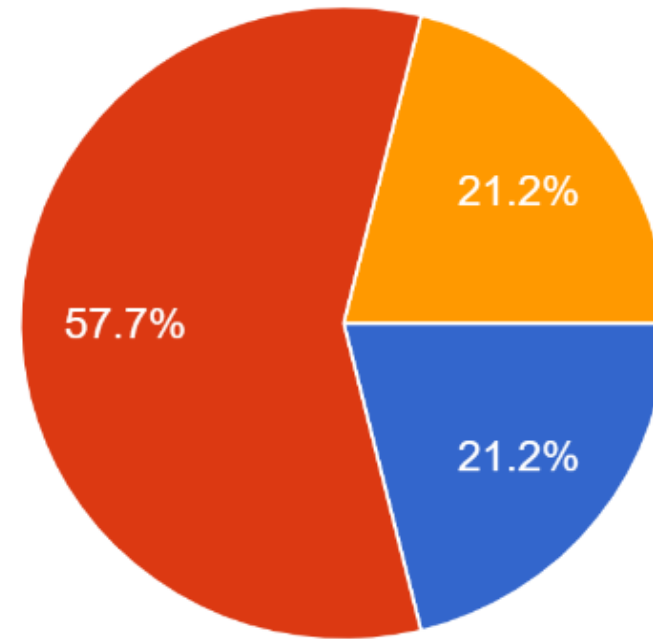
How Pharmaceutical companies can digitally engage with you when promoting a product or brand?

Analysis : The above graph shows how pharmaceutical companies can digitally engage with doctors when promoting a product or brand so here, 67.3% doctors said educational content whereas 59.6% Doctors responded for pre- recorded detailed video and only 9% doctors responded for banner ads . so its clear that doctors prefer educational content and pre-recorded video from pharmaceutical companies when promoting a product or brand .



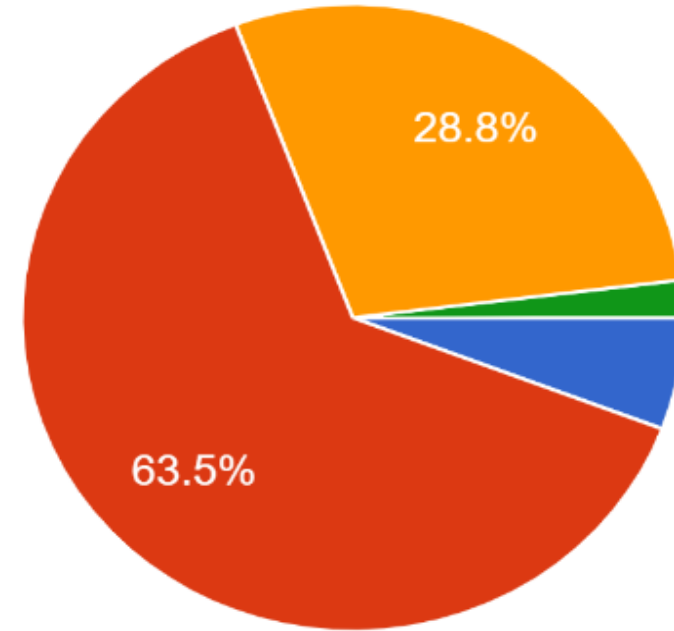
Do you think that Artificial Intelligence has useful application in the medical field?

Analysis : The above graph shows perception of doctors towards artificial intelligence has useful application in medical field for example is there in the above graph , it shows that the 57.7% doctors responded to they agree , while 21.2 % doctors saty neutral they neither agree nor disagree . overall this graph shows Artificial Intelligence has useful application in the medical field .



Do you think that you would always use AI when making Medical decisions in the future?

Analysis : The above graph shows will doctors always use AI when making Medical decisions in the future in the above graph , it shows that the 63.5% doctors said they will often use , whereas 28.8% doctors responded for occasionally using AI in future . This graph shows there will be often use of artificial intelligence when making medical decisions in the future .



Result :

- ❑ *Through this survey we found that 80% of doctors have experienced online product detailing with medical reps/ pharma professional where they used applications having virtual meeting more on webinars (37%) as compared to other applications .*
- ❑ *51% doctors said through this online interaction the perception of doctors changes towards the company and due to digitalization the doctors think patients are much less dependent on them for advice . we also found that impact of online counselling is more because of patients compatibility through online counselling at the case of emergency .*
- ❑ *While promoting a product or brand pharmaceutical companies can engage through pre- recorded detailed videos (31%) & through educational content with (35%). Through online information Medical education , latest clinical /medical news and Articles/ journals are the most preferred contents from pharmaceutical company .*
- ❑ *Now a days everyone is aware of health apps , doctors mostly prefer Google Fit (46%) and MI fit (45%) and the use of these mobile health apps should be not more than 4-6 months .*
- ❑ *Artificial Intelligence play a very important role in medical field and doctors think use of Artificial Intelligence will be often for making decisions in future . Artificial Intelligence will be used for making a diagnosis and even 63% doctors said MRs can be replaced by Artificial Intelligence and 95% doctors prefer this AI service for promoting drugs by pharmaceutical company . With the help of infographics on pharmacokinetics , pharmacodynamics of drug Artificial Intelligence service would be used instead of MRs .*

CONCLUSION :

Pharmaceutical companies are facing increasing pressure from governments, patients and new competitors to adapt the product-only business. This paper demonstrates that 'new digital businesses' in the form of digital services. The intervention of technology in health care has made patients as dynamic participants in delivery process. To gain better outcomes with minimum costs, the innovators are finding the way to implement techniques. At present, pharma companies believe that e-detailing the products with doctors seems to be more profitable as it consumes less time and cost. Building trust and convenience into the physician relationship may bring effectiveness in e-detailing. E-detailing makes the doctor to interact with the information and explore the features of the product. In recognition of this important trend in modern medicine, medical schools are strengthening their emerging technology curricula. AI will support the future needs of medicine by analyzing the vast amounts and various forms of data that patients and healthcare institutions record in every moment. AI is likely to support and augment physicians by taking away the routine parts of a physician's work hopefully enabling the physician to spend more precious time with their patients, improving the human touch.

LIMITATIONS :

1. *The research study is limited to the selected Stakeholders like Doctors from PAN India . Hence results may or may not vary with change in stakeholders, their sample size as well as change in the research area. The study was conducted in COVID-19 pandemic situation due to nationwide lockdown the data is collected online.*
2. *The study was done for the selected time period of time and was completed in the stipulated time. Therefore limited time and time-frame are other limitations of study.*
3. *Due to organization confidentiality or other issues , stakeholders might not disclosed the real information. Therefore the conclusions are based upon the information provided by the respondents.*
4. *Some other limitations includes refusal of some respondents to participate in the study, non-cooperation in providing required information and giving biased or misleading information. Even though we have taken utmost care in collecting the genuine data required for the research but we might have fall short somewhere due to lack of expertise in conducting such researches.*
5. *Hence, selected stakeholders, specific research area, limited sample size, limited time & time-frame and secrecy are the major limitations of this study.*

RECOMMENDATIONS :

Based on the findings , pharmaceutical companies should adapt their traditional product-only business model by merging products with services .In the long-term, these services should play the role of 'outcome-enhancers' and contribute to a new outcome-focused value proposition. Experts and literature agree that pharmaceutical companies must engage in various partnerships to ensure the successful development and implementation of services.



Thank You



PART -2
(Online Course)

**"BECOME A PRODUCT MANAGER /
LEARN THE SKILLS AND GET THE
JOB"**

**SUBMITTED TO : MR :RAHUL SHARMA
(ASSISTANT PROFESSOR)**

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MBA-PHARMACEUTICAL MANAGEMENT**

ROLL NO 210

Methodology :

- **MEDIUM OF KNOWLEDGE DELIVERY :**

- *Lectures*
- *Video*
- *Reading Material*

- **START DATE :** *5th May 2020*

- **END DATE:** *24th May 2020*

- **SUBJECT AREA :** *Product Manager*

- **DELIVERY PROVIDER :** *Udemy*

- **INSTRUCTOR :** *Cole Mercer & Evan Kimbrell*

Course content :

- ✓ *To understand the product manager role and responsibilities*
- ✓ *The definition of a product Manager*
- ✓ *The difference between 3 types of PMs*
- ✓ *The main sources of gathering ideas as product Manager*
- ✓ *Difference between four main type of competitors*
- ✓ *The 5 Criteria for Understanding Competitors*
- ✓ *HEART Matrix*

This presentation seeks to answer the following questions ?

What is product management ?

What does product managers do?

Who does product management ?

How does one become a product manager ?

What is Product Management ?

“Product Management is the process of conceiving planning, developing , testing , launching , delivering and withdrawing product in the market “

Internal : current teams , management

External : supply chain , market

Upstream : planning , development , launch

Downstream : ongoing lifecycle management



To understand the product manager role and responsibilities

- *The **Role** of Product Manager and their responsibilities change across different industries and different companies We are not manager of anybody , we are a communicator that puts all the pieces together by getting feedback from everyone else .*
- *The **Responsibility** of the Product Manager is a communication hub, a prioritizer, a researcher , a presenter but most importantly they are responsible for the ultimate success of the product .*



What does product managers do?

- *Product manager like to solve problems*
- *Product manager spend time understanding what customers want and needs*
- *Then develop solutions that solve these problems and satisfy needs and wants*
- *Product manager have a duty to deliver and maintain financial benefit to the business*
- *Product manager see things differently*

The main sources of gathering ideas as product Manager :

Any company you will work for as a PM will probably have a long list of ideas that need to be developed. but where do we get new ideas from?

*Ideas comes from 4 main place **E.M.U.C***

- 1. **Employees** – co-workers , management , and yourself*
- 2. **Metrics** – problems and inefficiencies you find when you're looking into how users use your product*
- 3. **Users** – user feedback from forums , emails , social media*
- 4. **Clients** – this applies primary to business to business product manager*

- Depending on your PM role, ideas might come from different sources :*

- ✓ **Internal PM** – Stakeholders*
- ✓ **Business to consumer PM** – Users, metrics , coworkers*
- ✓ **Business to business PM** – employees, clients*

How does one become a Product Manager?



Become good at understanding problems and following a logical process to define and develop solutions that could solve these problems



Read books and blogs , listen to podcast and watch videos to learn more about the Product Management profession



Talk to Product Managers



Use principles of product Management in current role



Look at product and services that we buy & use and apply a Product Manager's perspective to these



Apply for Jobs in Product Management



Dream big !

In Summary



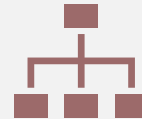
Good product Management is about delivering products that customers love



Product Management use Logic , insight and a degree of creativity in defining , developing , deploying and maintaining these product



Product Manager must guide and collaborate with other parts of the business and external stakeholders



Product manager have a duty to deliver measurable benefits to their organization

Key learnings:



- *Understand the varying role of product Manager through different types and sizes of companies*
- *Decide which type of product manager best fits ones goal and personality*
- *Understand the product lifecycle and how it applies to every product*
- *Understand and communicate about customer pain by type and frequency*
- *Find and compare competitors and competing products*
- *Understand the process of Customer development and how it related to being a product Manager*

Thank you

