

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



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# Introduction

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- Organization profile:

- ❖ ARKS Knowledge Consulting Pvt Ltd. This is a fledgling training and consulting company that was started in Jan 2019 with the aim of:
  - Building capabilities through training
  - Consulting and advisory in digital transformation
  - Handholding through executing the transformation blueprint.
- ❖ It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai.
- ❖ Directors of Arks Knowledge Consulting Private Limited are Salil Satish Kallianpur and Nirupama Salil Kallianpur.

- Title of the project:

- ❖ I have been working as a summer intern in ARKS Knowledge consultancy pvt.ltd. under Mr. Salil Kallianpur.
- ❖ I have been assigned to work on one of the flagship program titled '**Customer experience as the future of Pharma marketing**' under which i am working on the topic of

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

## (OVERVIEW)

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- 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.

# Objective

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- Perception of doctors towards future of pharma marketing.
- Doctors perception towards role of digital application in pharma.
- Doctors frame of mind towards Artificial Intelligence.

# Methodology

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- **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 , etc.
- **Durations**: 3 months ( 22/04/2020 – 30-07-2020)
- **Sample Size** : 50 Doctors
- **Data Analysis** : The data analysis had been done by using MS Excel.

## Methodology (Contd)

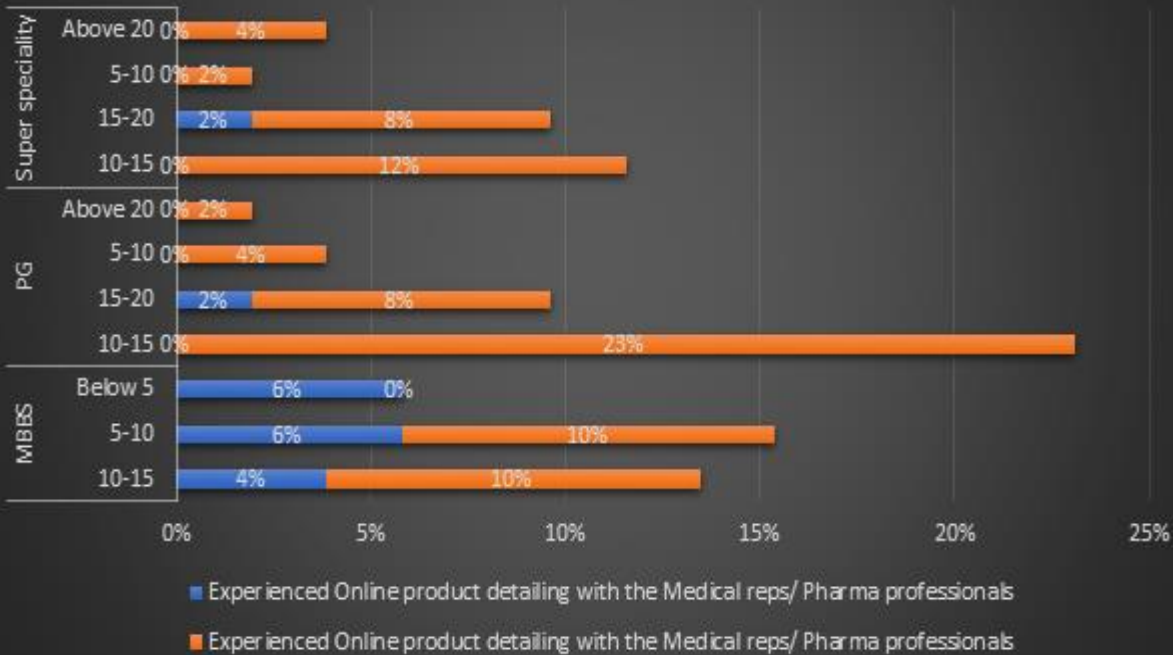
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- Study Area : PAN India
- Data Collection Method:
  - Primary Data Collection : A pretested structured questionnaire was framed for data collection
  - Secondary Data Collection : Journals , PubMed Articles.
- Data Collection and Analysis :

The responses obtained was collected , filtered , and statistically analysed using Microsoft Excel .
- Measure of Ethics : Respondents were assured of Privacy and Confidentiality.

# Data Analysis

Experienced Online product detailing with the Medical reps/ Pharma professionals

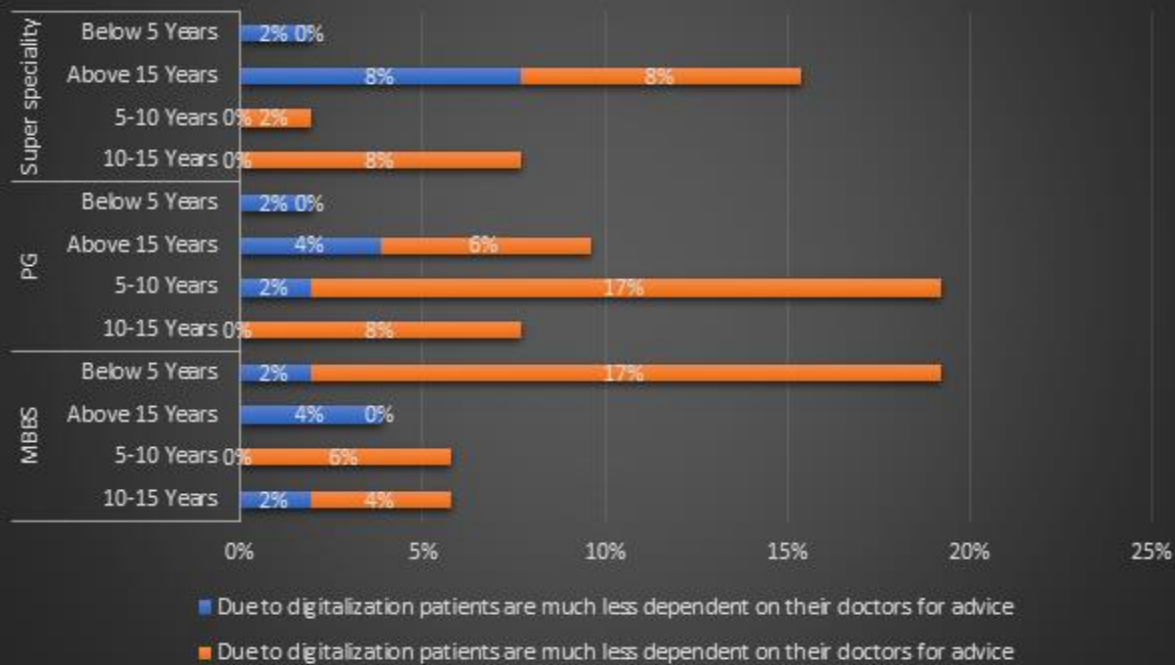


Used these application having virtual meeting with Medical Representative

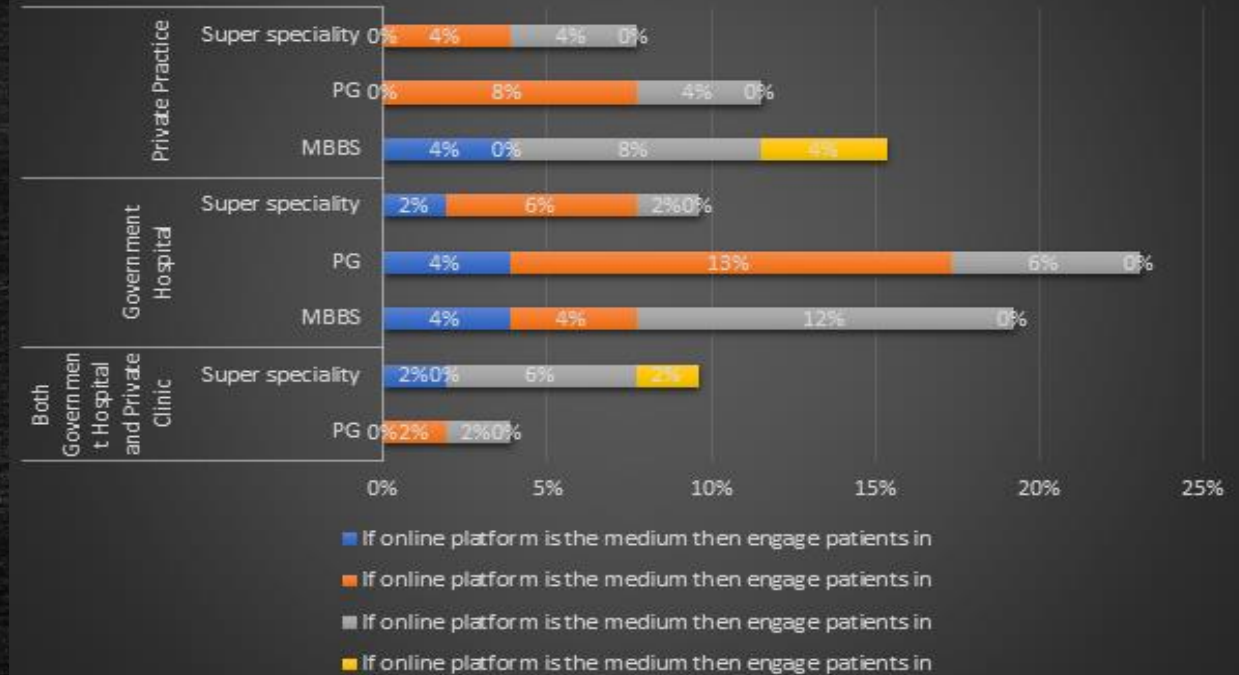


# Data Analysis

Due to digitalization patients are much less dependent on their doctors for advice

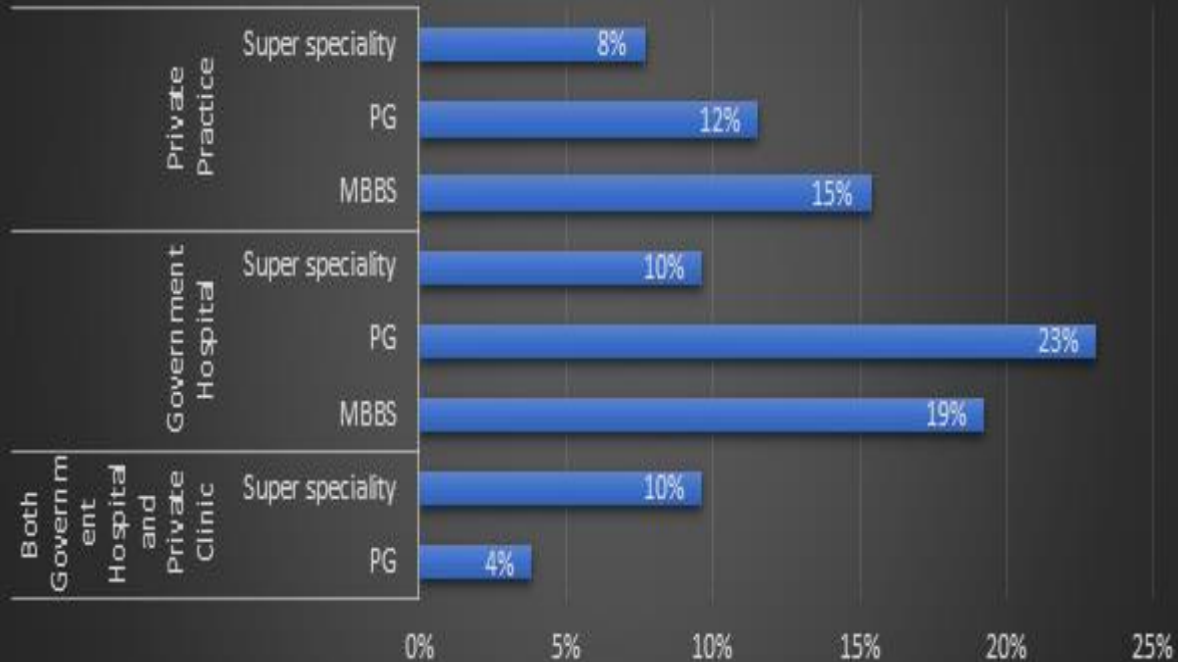


If online platform is the medium then engage patients in

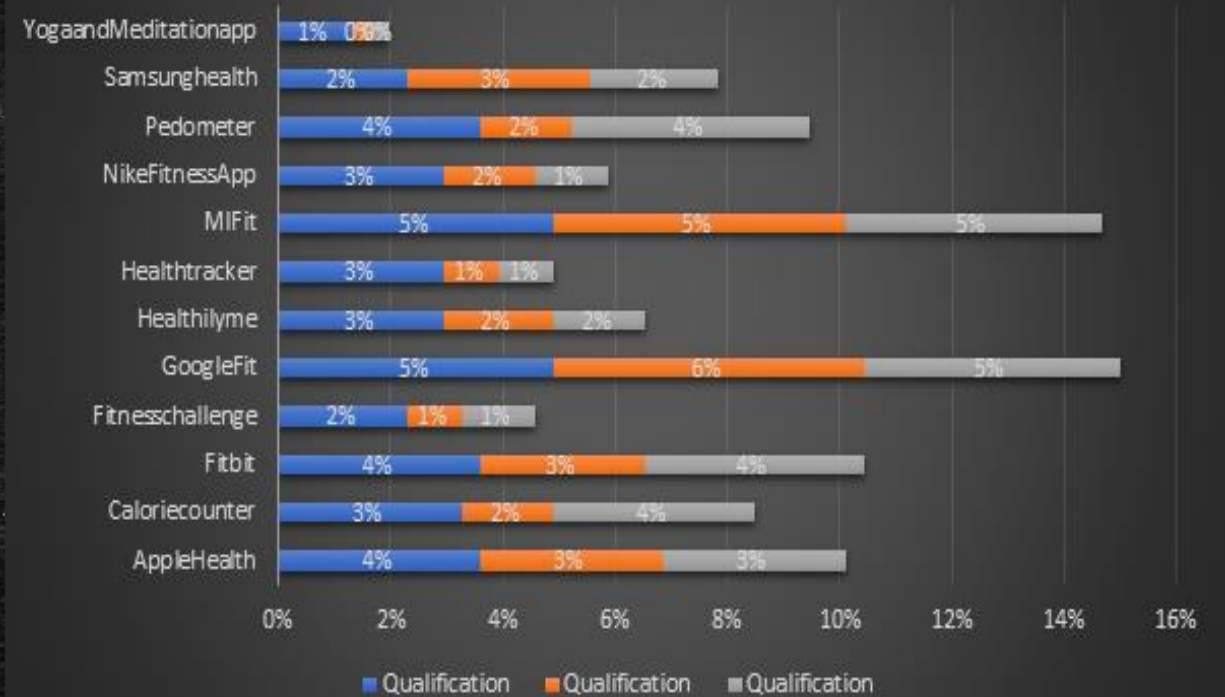


# Data Analysis

## Aware of health apps

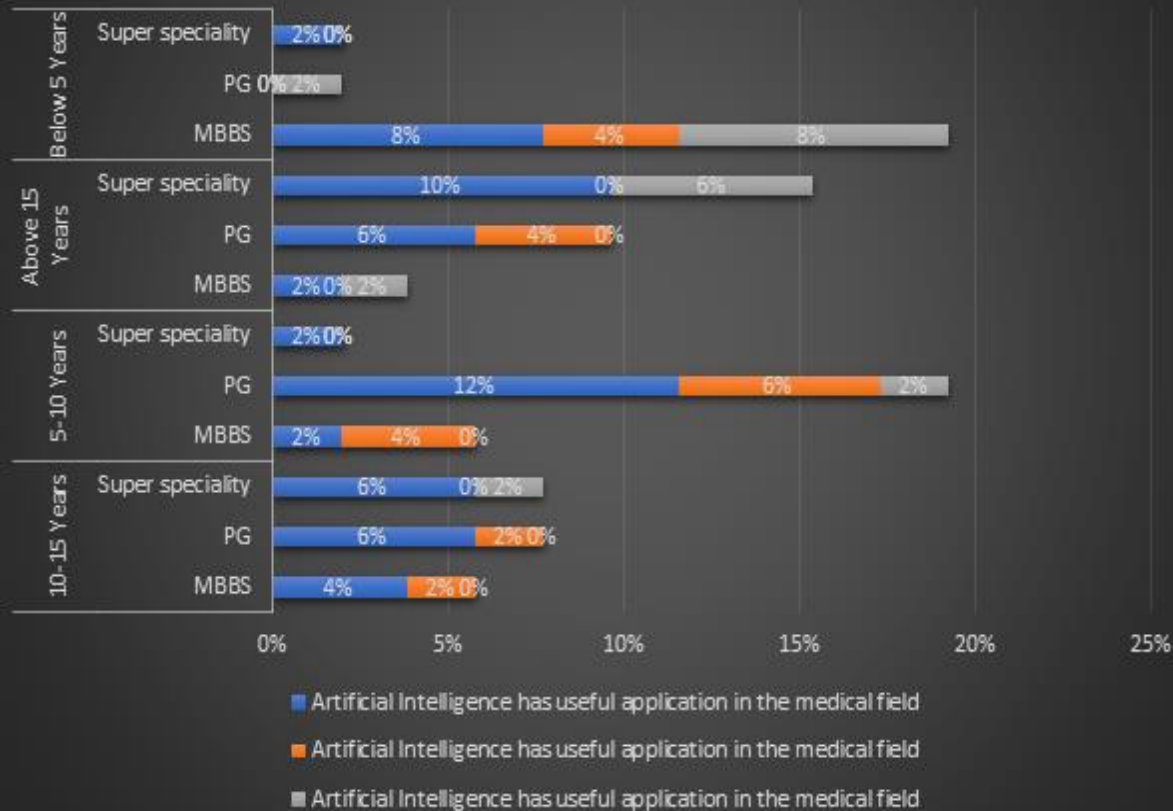


## Mobile Health Apps you know

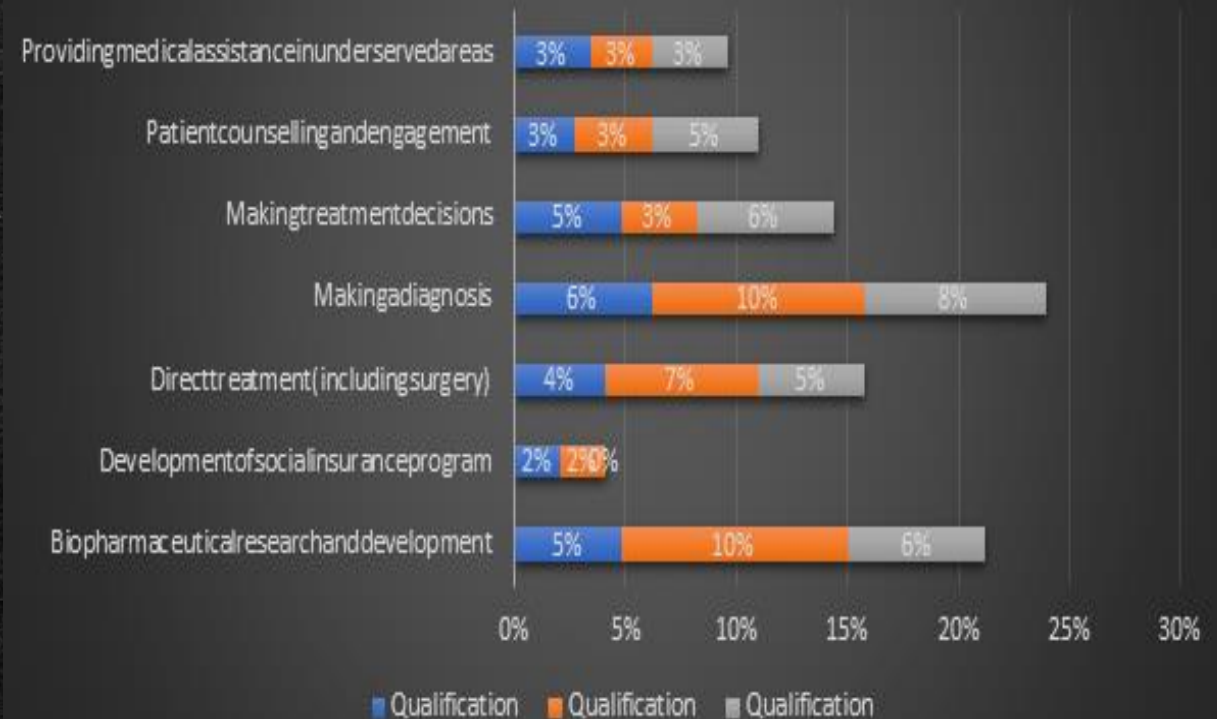


# Data Analysis

Artificial Intelligence has useful application in the medical field

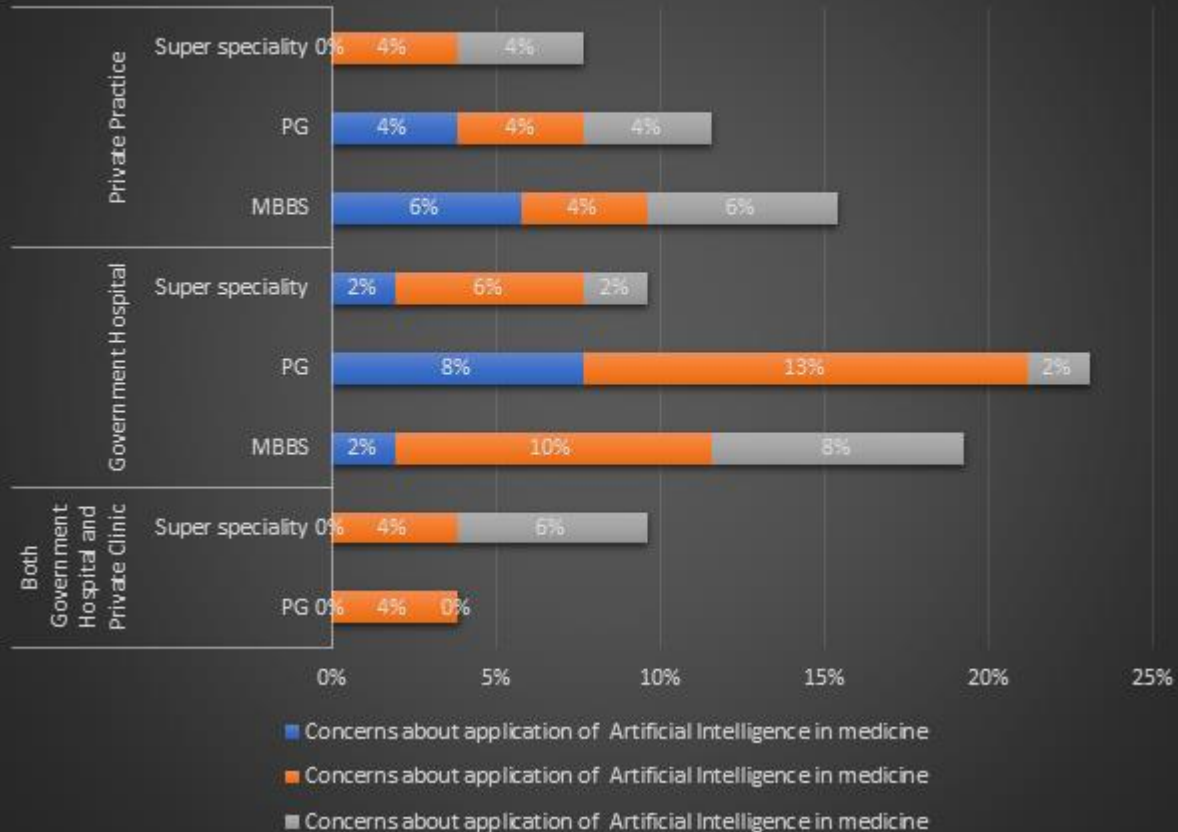


Field of medicines do you think Artificial Intelligence will be most useful

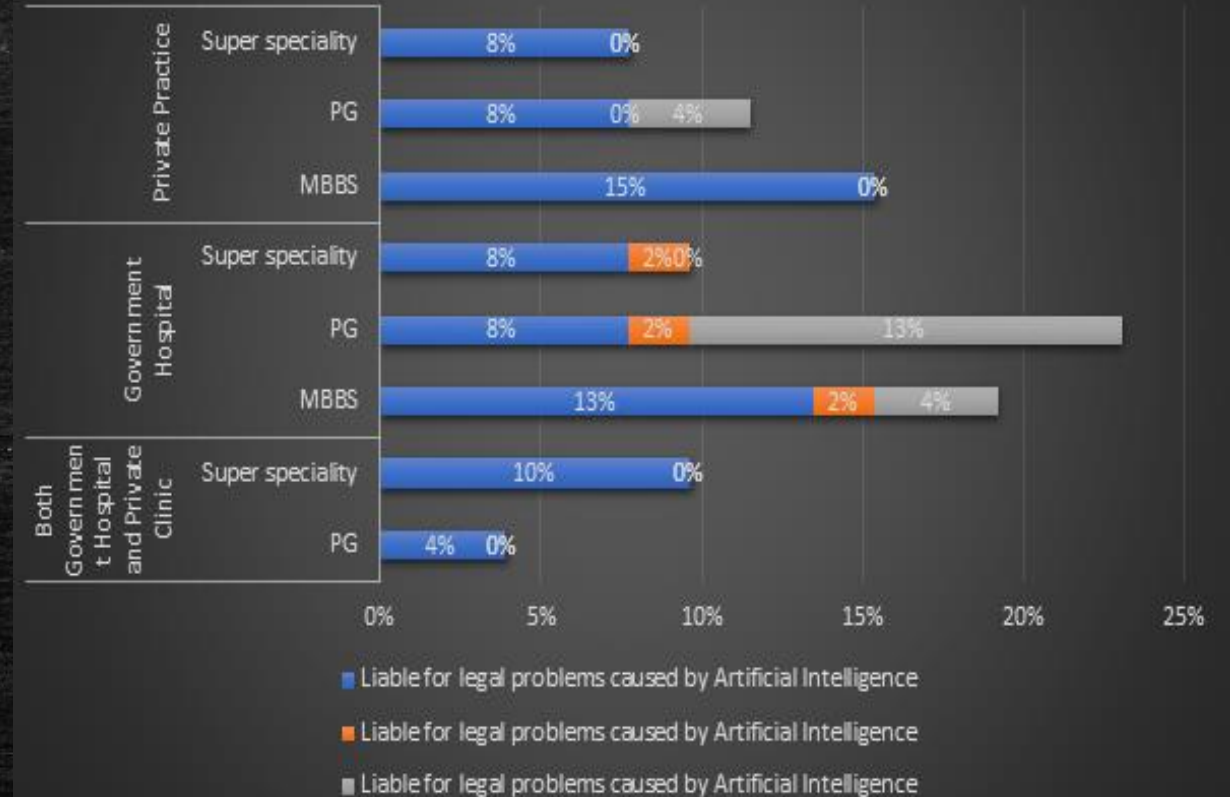


# Data Analysis

## Concerns about application of Artificial Intelligence in medicine



## Liabile for legal problems caused by Artificial Intelligence



# Result

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- From the data it is been observed that male doctors with 61% where more interested in filling the forms rather females who were 38 % . Out of them 52% where from government hospital and 34% of doctors were working in private practice.
- 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 doctor 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 patient's compatibility through online counselling at the case of emergency .
- Now a days everyone is aware of health apps , doctors mostly prefer Google Fit (46% ) and MI fit ( 45%) and the duration 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 service for promoting drugs by pharmaceutical company .

# Report on Online Course

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- **Name of the course:** Fundamentals of digital marketing by Google.
- **Course Description:** This is a free online course which is provided by Google. The whole course focuses exclusively on the **Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Social Media Campaigning; E-mail marketing, Analytics tools, etc.** The course in all has 26 modules and is a total 40 hours course. As soon as we complete each module, we are subjected to a quiz containing couple of questions and then moving further to the new module. At the end of the course we need to attempt an online exam containing 60 questions which we need to complete within 2 hours.

# Objectives of the Course

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- Master the basics of digital marketing with the free Interactive Advertising Bureau-accredited course. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.
- There are seven “Learning Goals” provided by Google digital marketing course
  - Take a business online
  - Make it easy for people to find a business on the web
  - Reach more people locally, on social media, or on mobile
  - Reach more customers with advertising
  - Track and measure web traffic
  - Sell products or services online
  - Take a business global

# Learning Methodology Used In The Course

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- The whole course was explained to us by video lectures. The video lectures used by them were of short duration (4-5 minutes) which resulted in increased engagement of the learner towards this course..
- After each video there was couple of multiple-choice questions, which was compulsory to attempt in order to move further.
- This course provides an opportunity for the learner to have unlimited access to the video tutorials as well as the questions whenever they feel like.

# Key Learnings From This Course

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- Local listings
- Social media, websites and mobile apps
- Setting realistic expectations
- Tracking and measuring how you're doing
- SEO – learn what gets you higher rankings in search engine results.
- SEM – learn how to pick longer-tail, less competitive keywords to target, and focus on the bid amount as well as the relevance of your ad to your business .

# Key Learnings From This Course(Contd)

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- Content marketing – focus on answering the questions that your customer really wants answered
- What web servers do, how domain names work
- Using our site to further our business goal.
- Social media – focus on engaging with your customers to let them know more about your business and how you could improve your product or service .
- Use analytics to assess, test, and then improve your online marketing efforts. Get familiar with Google Analytics
- writing relevant and effective content

Thank You

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