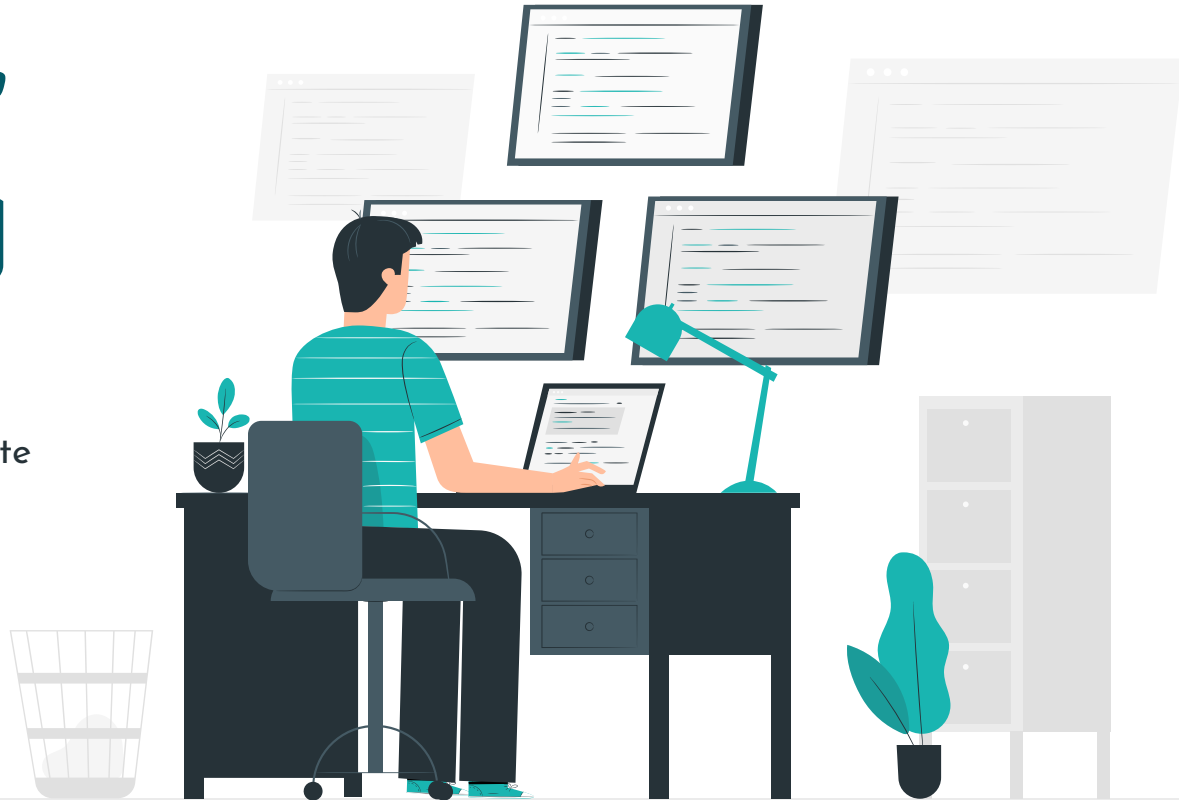
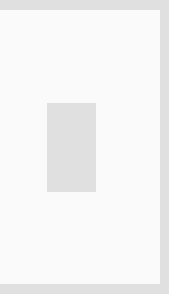


Summer Training Report

Presented by - Mayuri Devkate
(PM 11, Roll nu- 0192)





Research Title

**A study to Evaluate E-detailing as
an Acceptable and Effective
Pharmaceutical Marketing Digital
Communication Tool**

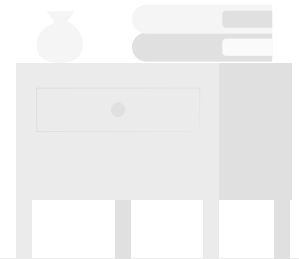


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Introduction

- Communication was important, but nowadays traditional medium has no longer effective; so, the digital medium is coming in demand from the previous few years.
- E-detailing is the important tool for the Pharma Industry, it improves the relation between the Physician and pharma companies.
- It is the term to explain the utilization of digital technology for promotional activities.
- E-detailing is an incredibly cheaper and effective tool.
- It is the use of digital technology for enabling the interaction with the physician and inform the prescriber about product or services.
- E- detailing is an internet channel and data technology tool to push pharmaceutical products.



Background Of the study

- In the product promotion Pharma industry wants to succeed in the way of meetings between physician and medical representative.
- Pharma Industry with the help of E-detailing target those factors which is important to the doctors such as maintain the privacy, quality of patient care and objectivity without disturbing them
- Traditional medium can't attract the doctors for an extended period, this kind of problem is solved by the assistance of E-detailing.
- It has the advantage to decrease the expenses.
- E-detailing - the companies should build the trust factor, not only give the valid information what physician need but helping them with better services and provide better care.



Research Objectives

01



To evaluate the effectiveness of E-detailing in the promotion of pharmaceutical product and identify the challenges faced by marketing managers.

02



To know the acceptability of E-detailing by healthcare professionals and digital marketing managers of Pharmaceutical industry.

03

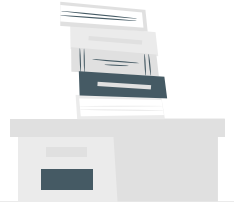
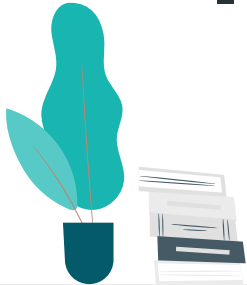


To evaluate the acceptability of E-detailing among Medical Representatives using iPads/Tablets for product promotion and understand the benefits and challenges of E-detailing.



Research Methodology

- It is a Qualitative study,.
- Study opinion of 116 Medical representative & 100 Doctors.
- Purposive sampling was used- due to complete lockdown in COVID -19
- Survey- online (April 2020- June 2020)
- Survey instrument - Questionnaire form
- Data analytic also done



Research Analysis

The data analysis reveals and it is often concluded that after we asked **HCPs** of their **views** on E-detailing;

Data

- **67%** -believe that E-detailing is that the preferable way to promoting the Pharma Products.
- **63%**- responded think that it is easy way to promoting the brand and also thought that MR are most focus on what is the actual need of HCPs
- **46%**- Doctors believe that E-detailing method is more interactive than as compared to traditional printed visual-aid detailing.
- **45%** - doctors find that E-detailing doesn't make any impact on their relationship with Medical representative.
- **57%** - MRs are able to handle objections raised by the HCPs through the employment of E-detailing.
- **67%** - Doctors believe the statement that a Medical Representative is healthier and able to promote the brands using e-visual tools.



Research Analysis

The data analysis reveals and it is often concluded that after we asked **MR** of their **views** on E-detailing;

Data

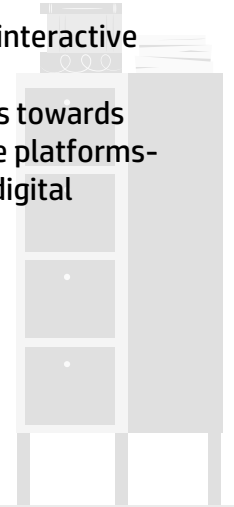
- 45% - Medical Representatives believe that E-detailing method delivers more information in a short time
- 70%- said that I-pad is that the most typically used device
- 95%- of them are happy in using this device for his or her routine task.
- 85% - pharmaceutical field professionals are in favour of E-detailing
- 82% - said that they're been given training on E-detailing software by their organization.
- 89% -of pharmaceutical field professionals conveyed that navigation of presentation through slides is extremely easy and handy
- 83% -of them said that handling and taking care of an I-pad or tablet is incredibly easy and not a tough task.



conclusion



- Based on this Research study it can be concluded that the electronic visits have the potential of decreasing marketing expenses
- Increasing access to medical doctors, and preserving at the identical time many of the benefits of ordinary face-to-face meetings.
- which increases both the standard and also the style of promotional activities of pharmaceutical companies.
- HCPs have appreciated this and also think that E-detailing is more interactive and is very acceptable for them.
- As expressed and desired by the HCPs, there is still a belongingness towards the personal visit/face-to-face interaction, and that too at both the platforms- online and offline, and even the combination of personal visit and digital promotion is the most preferred option by the HCPs.





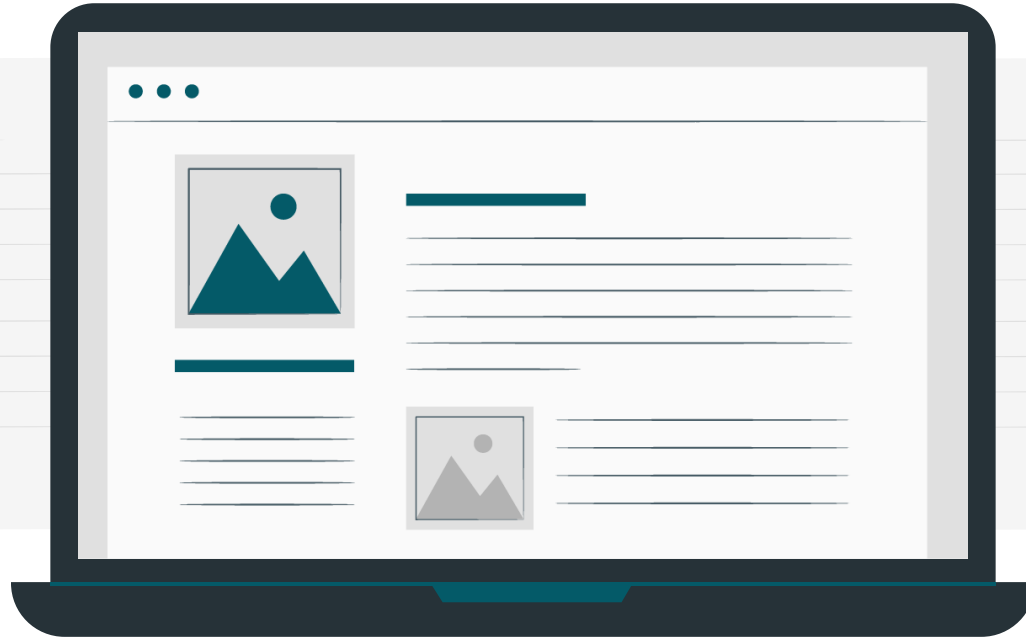
Thank You



PART- 2

Online course

Brand Management: Aligning Business, Brand and Behaviour



Objectives



To understand a brand and how it built



To identify consumer insight as the future brand strategy



To understand elements of segmentation and positioning of a brand.

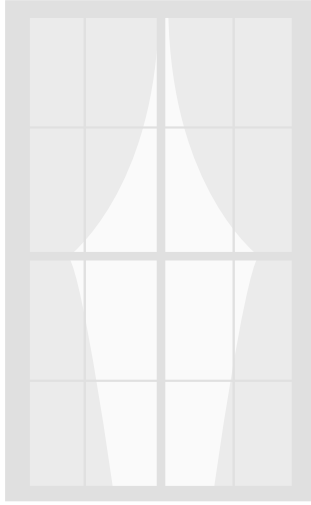
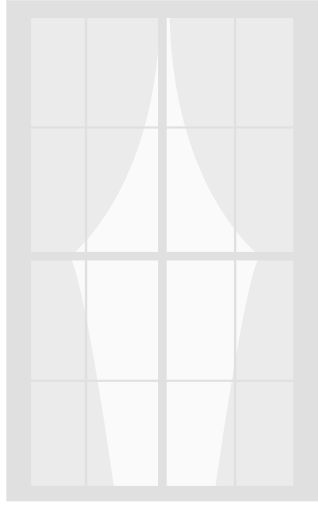
Topic



**01. Introduction of
branding**

02. Brand house

**03. Brand Marks and
visual expression**



Video lecture

Assignments

Reading material

Learning methodology





Key learning



Brand building and its components with the help of Iceberg model.

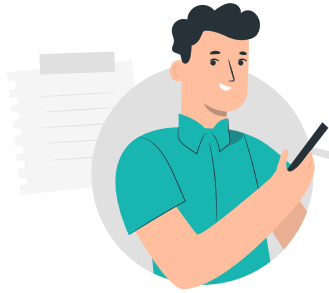


Customer insights for the need.



Brand positioning with their key elements and segmentation process

Key learning



Brand strategy
as per future
aspects



Understands the
consumer prospects
towards market as
well as on brand

Thank you