

IMPACT
OF ETHICAL CHALLENGES
IN PHARMACEUTICAL
MARKETING
AMONG
MEDICAL
PRACTITIONERS
(with respect to UCPMP)

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INTRODUCTION

- Pharmaceutical Marketing Ethics-moral which are subject to structure conformity, organization culture and responsibility.
- Ethical marketing refers to the application of business practices within marketing strategy.
- Marketing strategy can be divided into five categories :
 - (1) Physician-targeted promotions
 - (2) direct customer marketing
 - (3) improper recruiting of doctors
 - (4) conflicts with notice for researchers
 - (5) clinical trial data manipulation.



Spending on Pharma Marketing

- According to an estimate more than \$5.8 billion was spent on reporting, i.e. medicinal sales reps meeting doctors to sell their company's products, in 2002. Furthermore, the market value of the free samples of medications given during these visits is valued at \$11.5 billion (Health, 2003). According to a report Johnson & Johnson, the highest spender, bombarded out \$17.5 billion in 2013 on advertising and promotion, relative to \$8.2 billion for R&D. Just Roche in the top 10 was investing more on Research and Development than on distribution and marketing. Most of this public spending goes for the doctors who make the treatment, rather than the customers. Drug makers, as Oliver points out, spent more than \$3 billion a year selling to U.S. customers in 2012, with an additional \$24 billion selling specifically to health care providers (Swanson, 2015).



Understanding UCPMP-



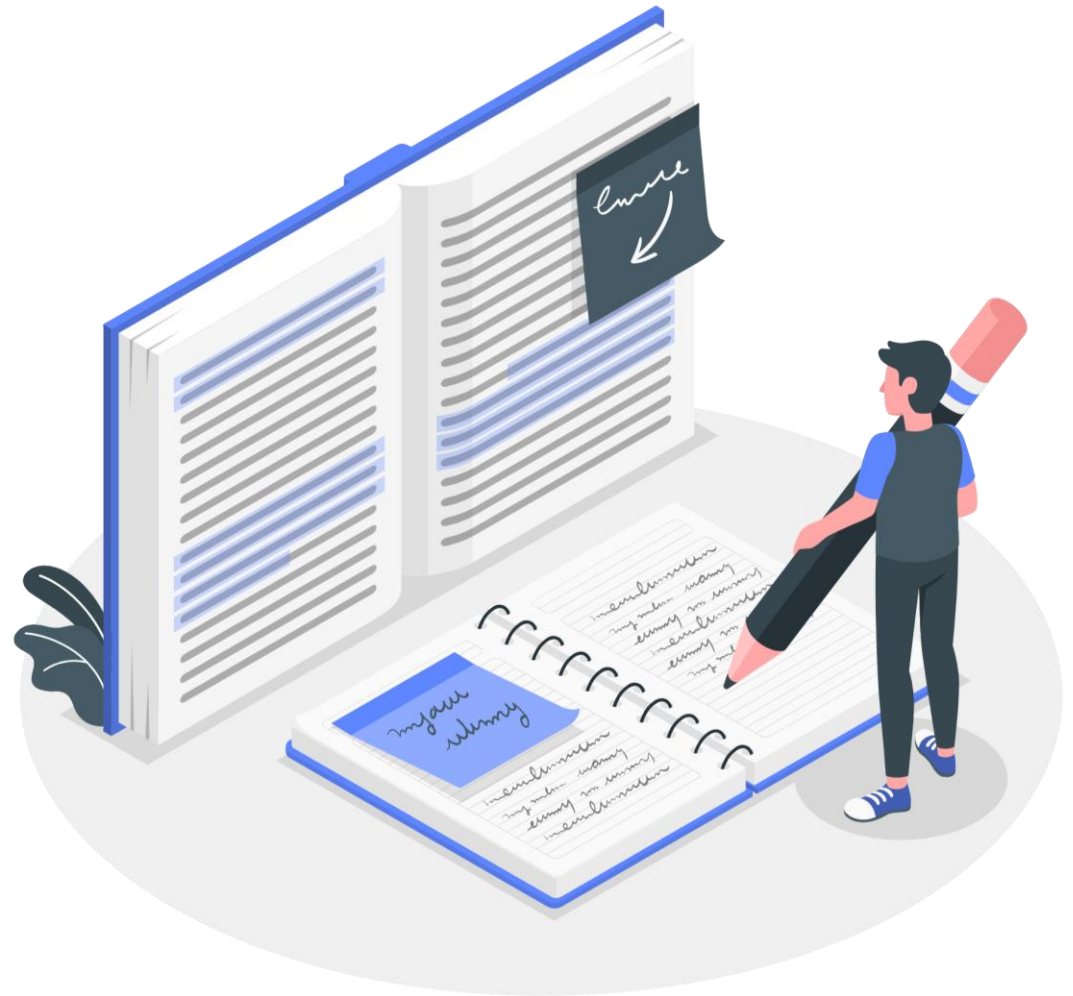
- In view of the development of the medicinal industry and with the purpose of creating a uniform code for pharmaceutical marketing practices .
- Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers (Government of India) issue UCPMP guideline (Uniform Code of Pharmaceutical Marketing Practices), is voluntary in its present form, but the Government has been discussing on and off whether to make it compulsory or not-if not successfully enforced by pharmaceutical firms after 6 months from the date of issue, i.e. on 1st Jan 2015.
- The major objective that leads us to the study is whether these statements justify the fact that UCPMP Guideline should be made mandatory or not.

- **RESEARCH OBJECTIVE –**

- The objective of the study is –
- To find the reasons behind unethical practise of pharmaceutical marketing by medical professionals.
- Impact of unethical marketing practise on consumers.
- Overcoming challenges of unethical marketing practises by performing ethical guidelines.



- data interpretation





CONCLUSION –

- The objective of the research was to understand the need of overcoming the ethical challenges in pharmaceutical marketing practice which is now clearly analyzed. Pharmaceutical industry practices some unethical practices by providing services to the doctors in name of sponsorships, expensive gifts, gift vouchers, study material, stationary item, drug samples, also sales promotion profit. These practices eventually divert the minds of physicians and influence them in one or the other way. The committee which suffers because of these wrong practices are the patients and the UCPMP guidelines should be made mandatory in order to sustain the pride and belief in medical industry by the people.
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Part 02





Marketing communications as a strategic function

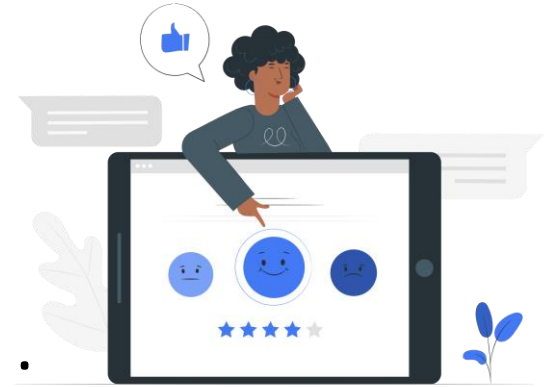


Introduction

- Rather of treating brand contact as simply a pragmatic method of encouraging the other components of the marketing mix, strategic value.
- Current communication strategies tend to understand the complexities of customer behaviour today.
- Equally ineffective are existing communication models, particularly those which view communication as a magic bullet shot at the minds of the consumer to ensure compliance with marketing plans. Marketing messaging tends to describe the relationships between a company and clients not only through the form of messages shared, but also through the option of medium and incentive to match their customers' tastes.

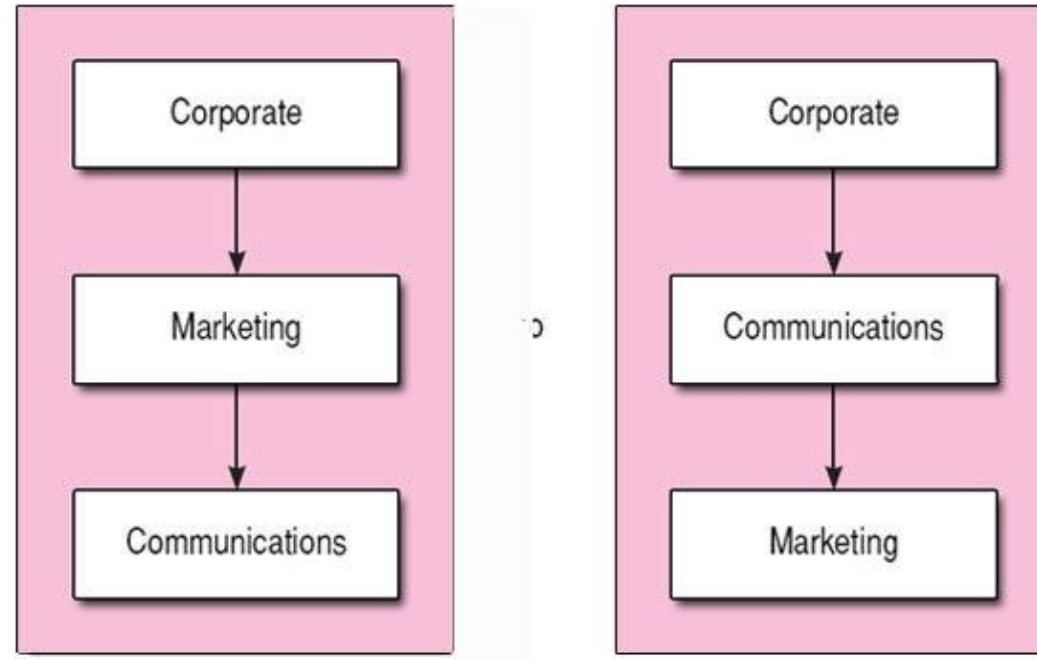


Barriers to a strategic view – Strategic Marketing vs Tactical Marketing



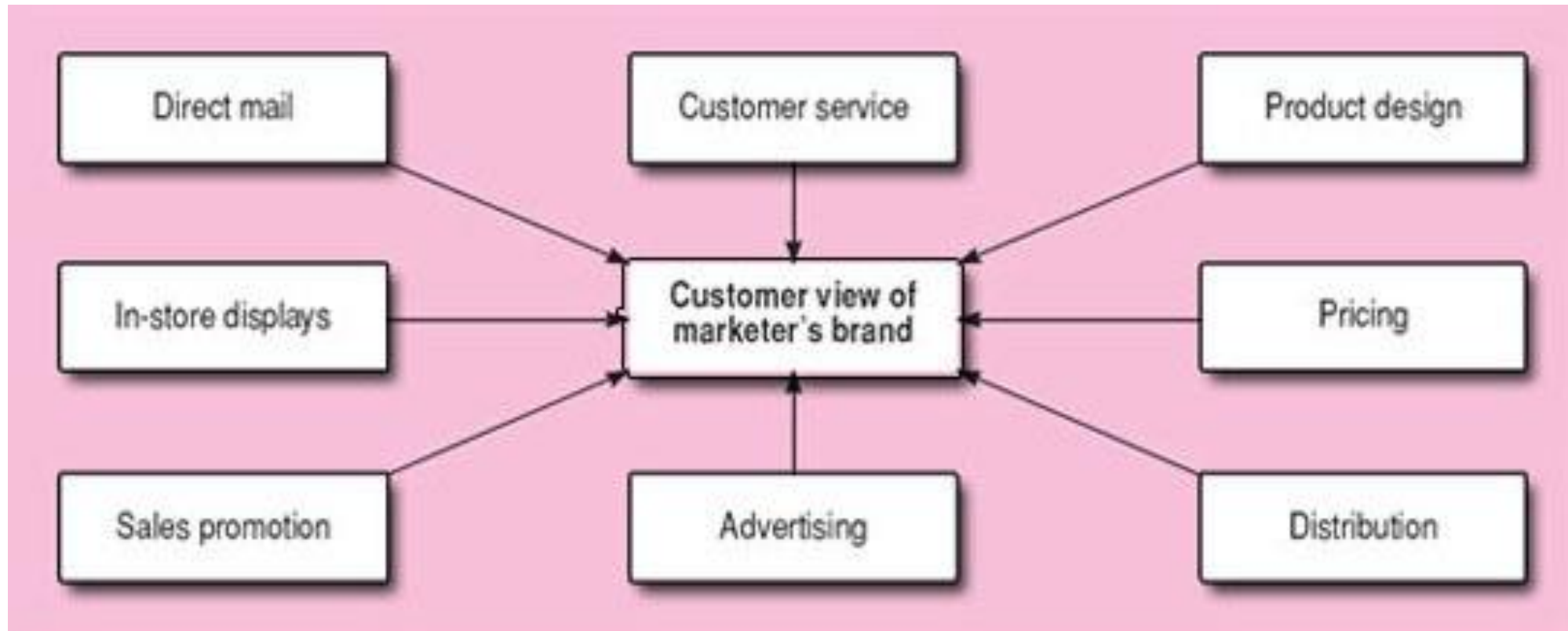
- Strategy marketing is a plan to achieve a target or a goal .
 - How to execute the plan is called tactic.
- Which comes first ?
 - It is the strategy or marketing plan that has to come first and then tactics comes when strategy is in place.

The changing role of communications



Redefining the strategic position of marketing communications. (Source: Butterfield, 1997, p. 87)

How customers receive marketing communications.



The changing role of communications: customer preferences

	High relevance	Low relevance
High receptivity	Pizza delivery firm advertising during a commercial break for a popular sporting event on TV	Cinema commercial for a new sports car featured in the film
Low receptivity	Restaurant advertising during a commercial break for a popular sporting event on TV	Replacement window sales personnel visit a new housing estate

Conclusion

- The traditional hierarchy of strategy has, however, been challenged by the increasing importance of brands as a source of competitive advantage.
- As a result, organisations are recognising communications as a strategic issue and reconfiguring their internal and external relationships accordingly.
- The traditional distinctions between push, pull and profile strategies (focusing communications on channel intermediaries, end-users, and stakeholders respectively) are giving way to ways of analysing and planning marketing communications which recognise the complexity of how customers receive messages.

Google SEO Masterclass: Start Ranking Higher with Better SEO.

- **10 factors Google looks at when determining authority and relevance:**
 - Site Age
 - Active
 - Load Times
 - Backlinks
 - Search Relevance
 - Traffic
 - Direct Google Searches
- Click Through + Bounce Rate – No of clicks



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- **Location SEO –**

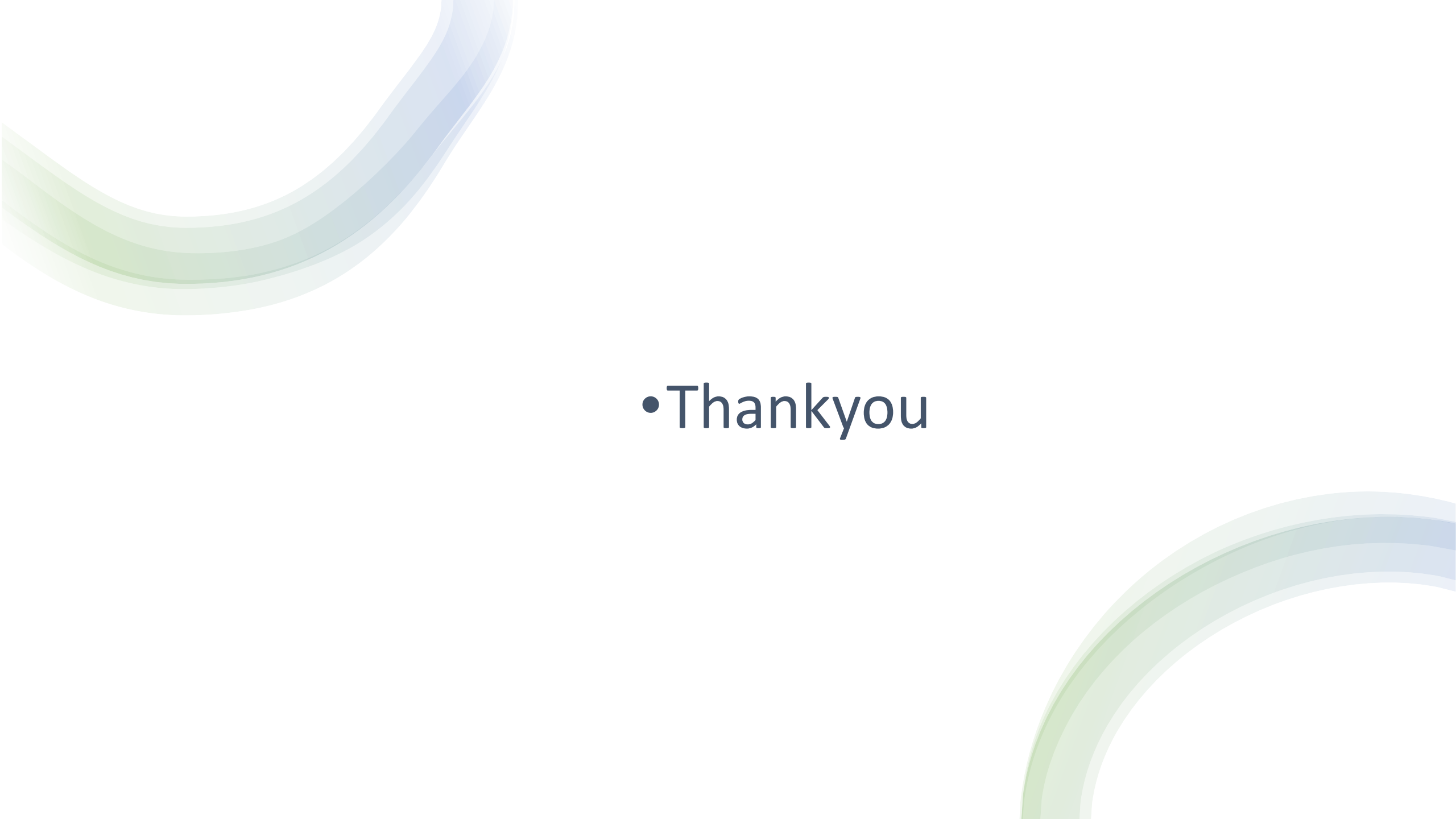
- Google Maps/My Business • For locally based businesses • Google Maps existence also boosts organic ratings and ranking Process:
 - Google My Business > Manage now (Start now) > Login >
 - Add a Business Name > Add a Business Details > Fill an address > ask for a postcard with a code (may take up to 3 weeks) >
 - verify your address
 - › go for a specific location
 - › the closer to the city centre of searched city, the better ranking
- 
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- **Create a Ranking Game-plan-**
- Find 3 to 5 keywords you want to optimize your web
 - Build one page for every keyword that you want to rate for
 - Write a long-form, well-written essay for each
 - Build a Subscription Network
 - In any sub-link to your main post.
- **Backlinking Building & Building Your Website Authority**
- Goal: to build 50 new backlinks to your website
 - number of backlinks needed depends on a location (it can be 3-5 or thousands of backlinks) How to calculate number of backlinks needed:
 - Ubersuggest > insert your keywords (location, product, etc.) > check backlinks of best ranking pages (in ubersuggest or ahrefs backlink checker)
 - either get keyword that is less competitive or get busy with backlinking strategy.



References

- <https://www.open.edu/openlearn/money-business/business-strategy-studies/marketing-communications-strategic-function/content-section-0>
- UDEMEY

The image features a white background with decorative curved lines in the top-left and bottom-right corners. These lines are composed of multiple overlapping layers in shades of light green and light blue, creating a sense of depth and movement.

- Thankyou