

Summer Training Report

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

INTRODUCTION

- ❑ 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.
- ❑ Both these scenarios raise a number of questions and the answers to these would help to shape the future of work and would tell us the best way of moving forward as once the pandemic is controlled the working style may not go back to normal from where it all started.



Objectives

1. Pharmaceutical organizations

- a. To determine the challenges faced by the sales and marketing teams to connect to physicians during the lockdown.
- b. To find out the alternative strategies used by the pharmaceutical organizations to connect to the physicians during the lockdown.
- c. 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.

2. Physicians

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

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 and selected 5 categories of pharmaceutical professionals that are: -

- C-suite executives/
Directors/VP
- Sales-customer
facing/management roles
- Marketing-product / Marketing
management/Market Research
- HR and training
- Supply chain management

And seven categories of HCPs

- Paediatrician
- Ophthalmologist
- Gynaecologist
- Cardiologist
- Orthopaedist
- Psychiatrist
- General physician

Reason for sampling method

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

- A combination of primary research and secondary research

Data source

- Questionnaire in the form of google form.

Tool of data collection

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

Data Collection Method

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

Duration

- 200 pharmaceutical professionals and 50 Doctors.

Sample Size

- 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.

Data Collection Tool

- LinkedIn messages and mails to Industrial contact (Online research)

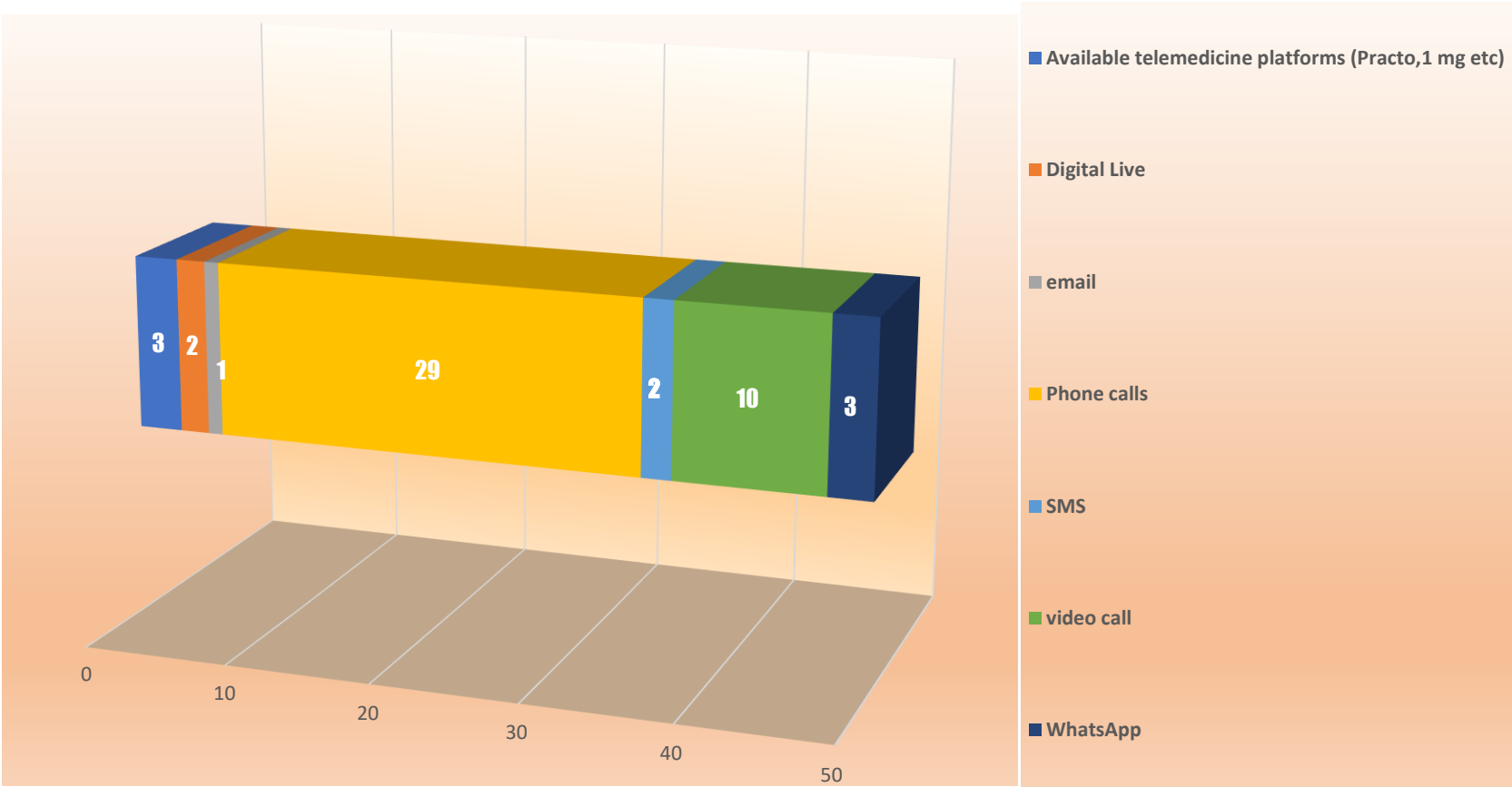
Modes of administration of questionnaires

- PAN India.

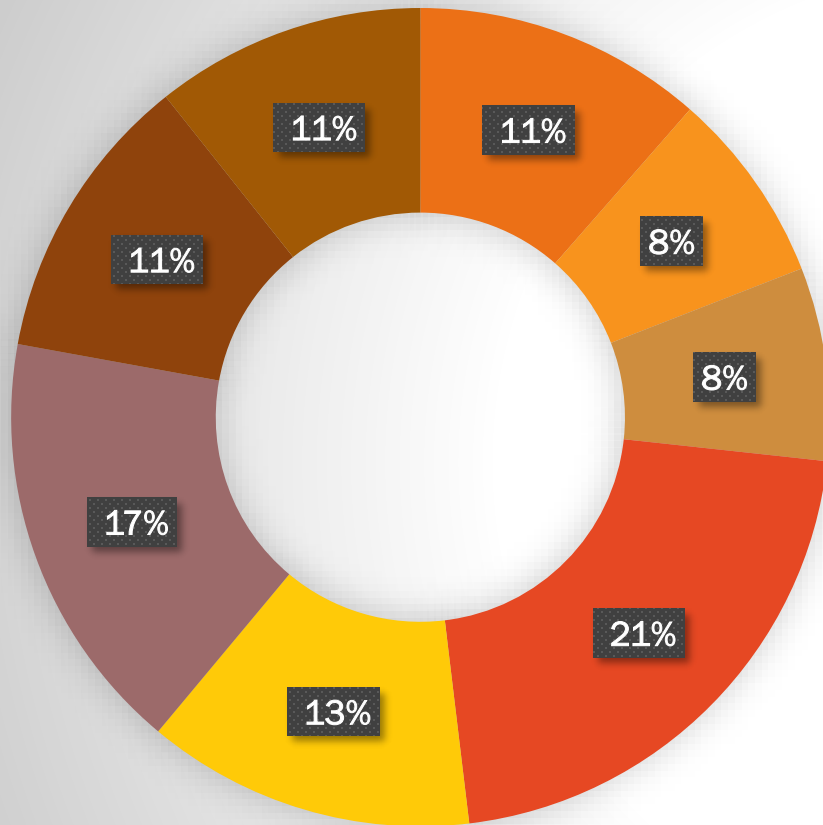
Study area

ANALYSIS OF PHYSICIAN RESPONSES

1. Digital consulting mediums

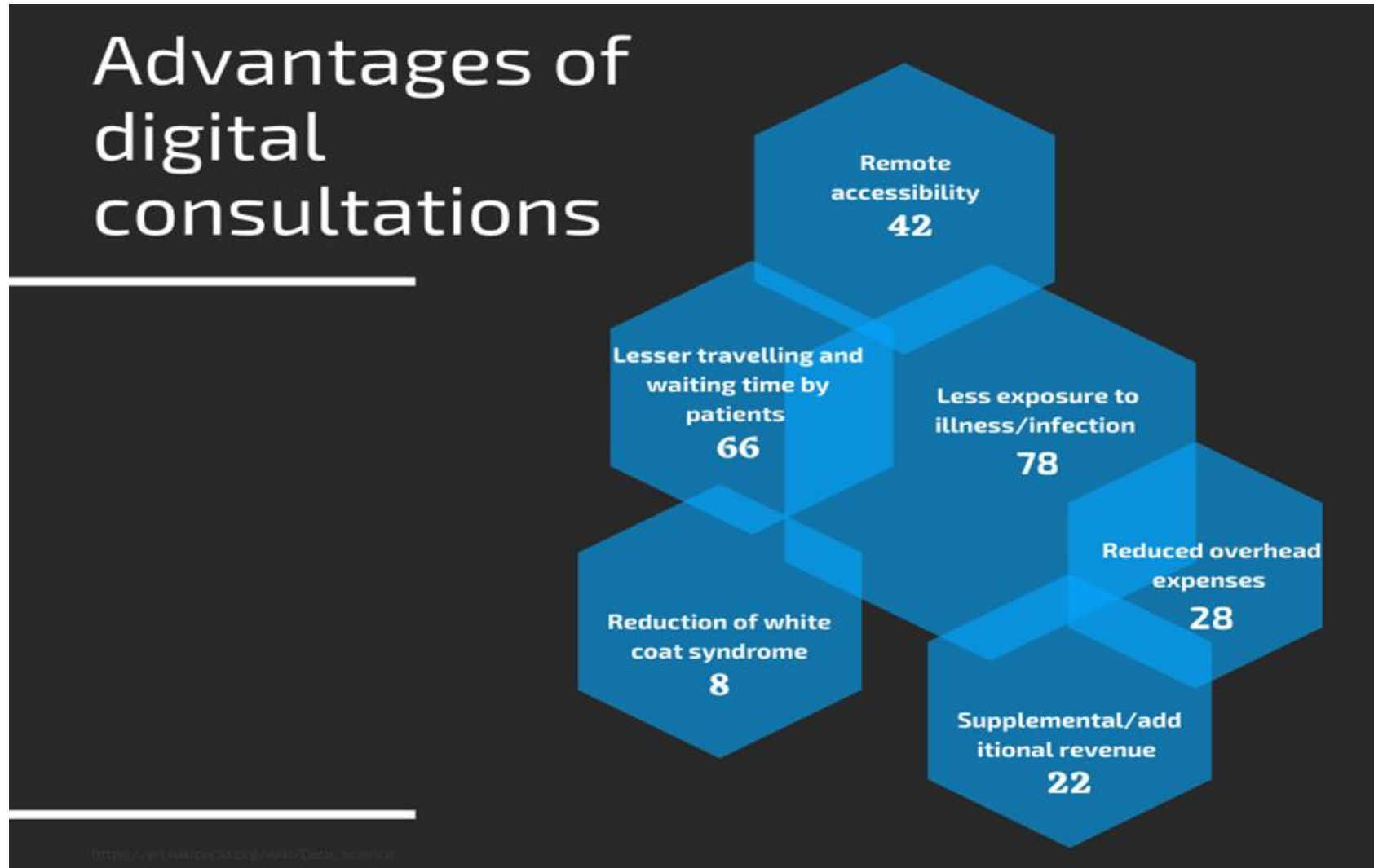


2. Challenges of digital consultations

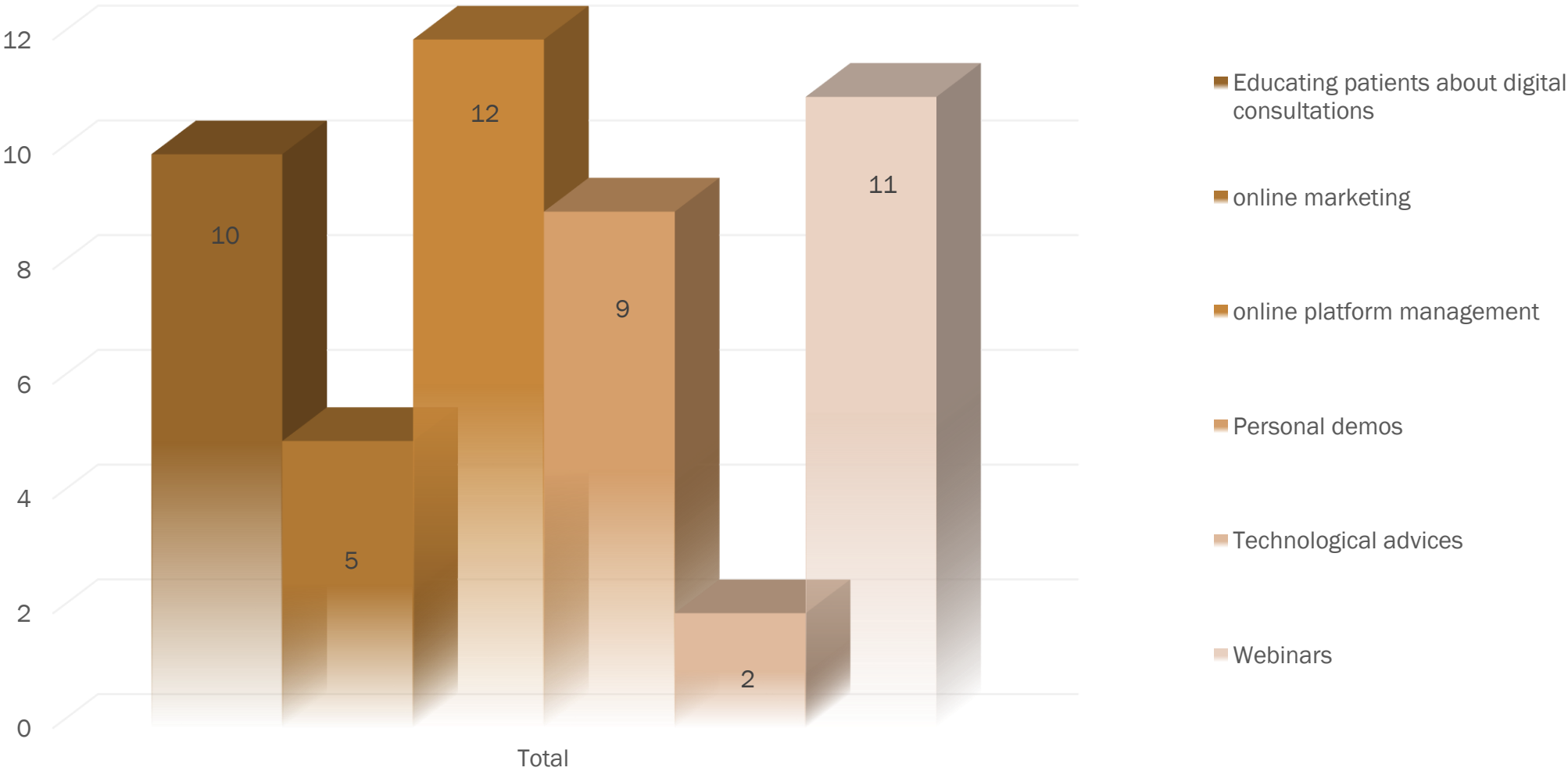


- Patient's affordability to smartphone
- Collection and maintenance of patient records
- Expectation of patient to be always available on call / Multiple call consultations
- Inability to examine the patient
- Lack of patient- doctor relationship
- Patient not able to comprehend the treatment plan
- Patients not able to explain themselves especially in case of pedo patients
- Privacy and trust issues

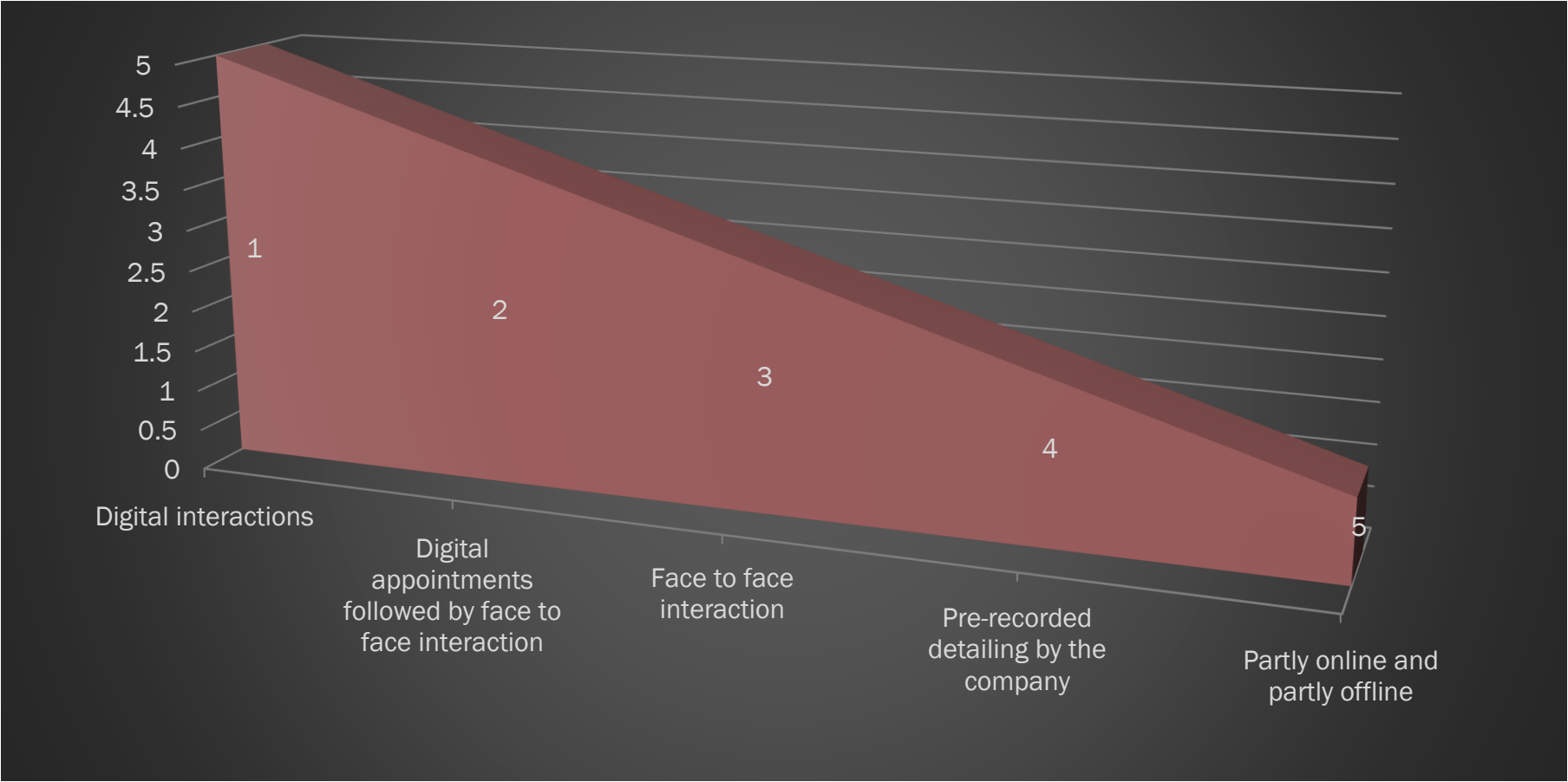
3. Advantages of Digital consultations



4. Pharma companies to support digital transformation

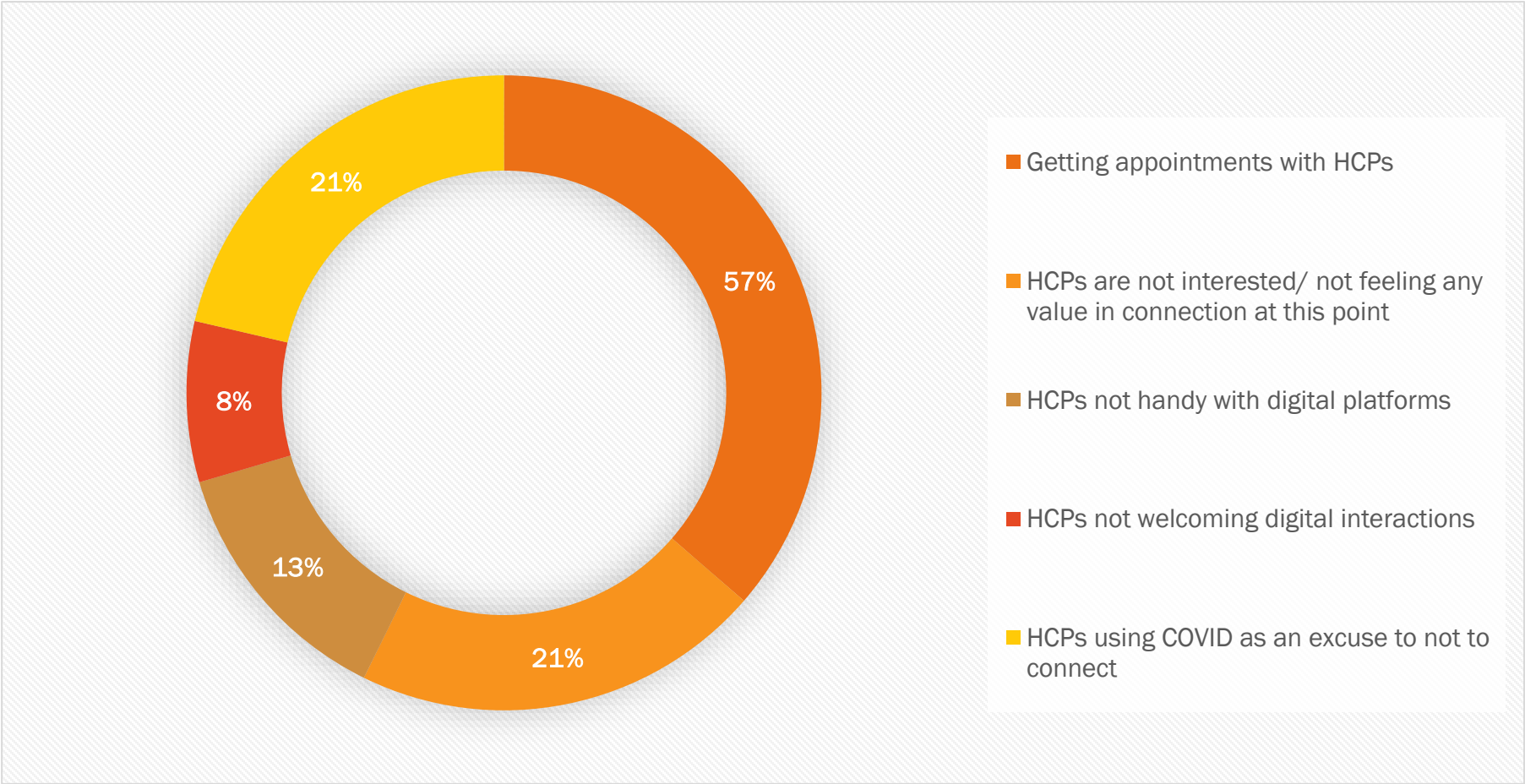


5. Interaction by pharmaceutical companies post COVID

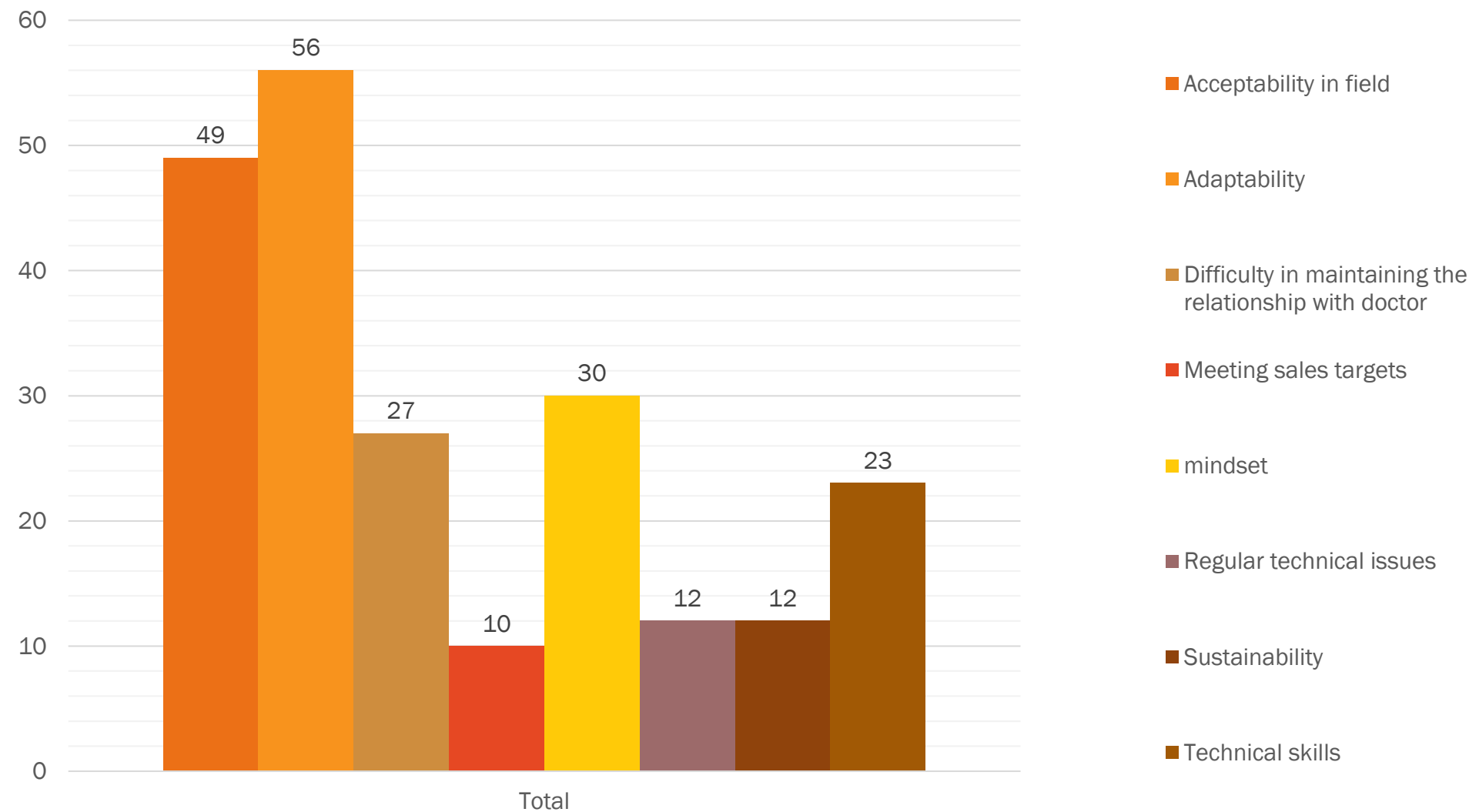


ANALYSIS OF PHARMACEUTICAL PROFESSIONALS' RESPONSES

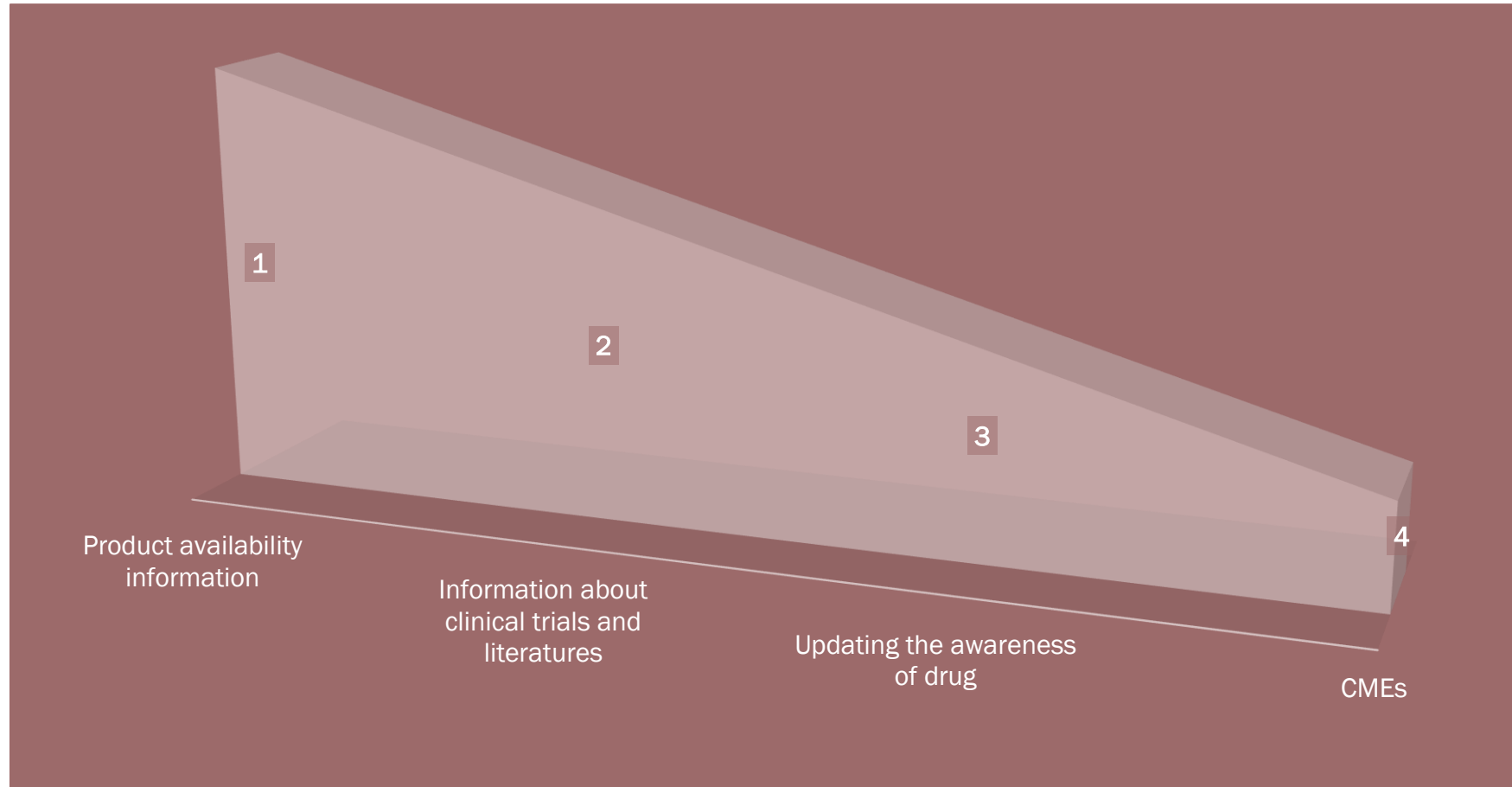
1. Challenges to engage HCPs during lockdown



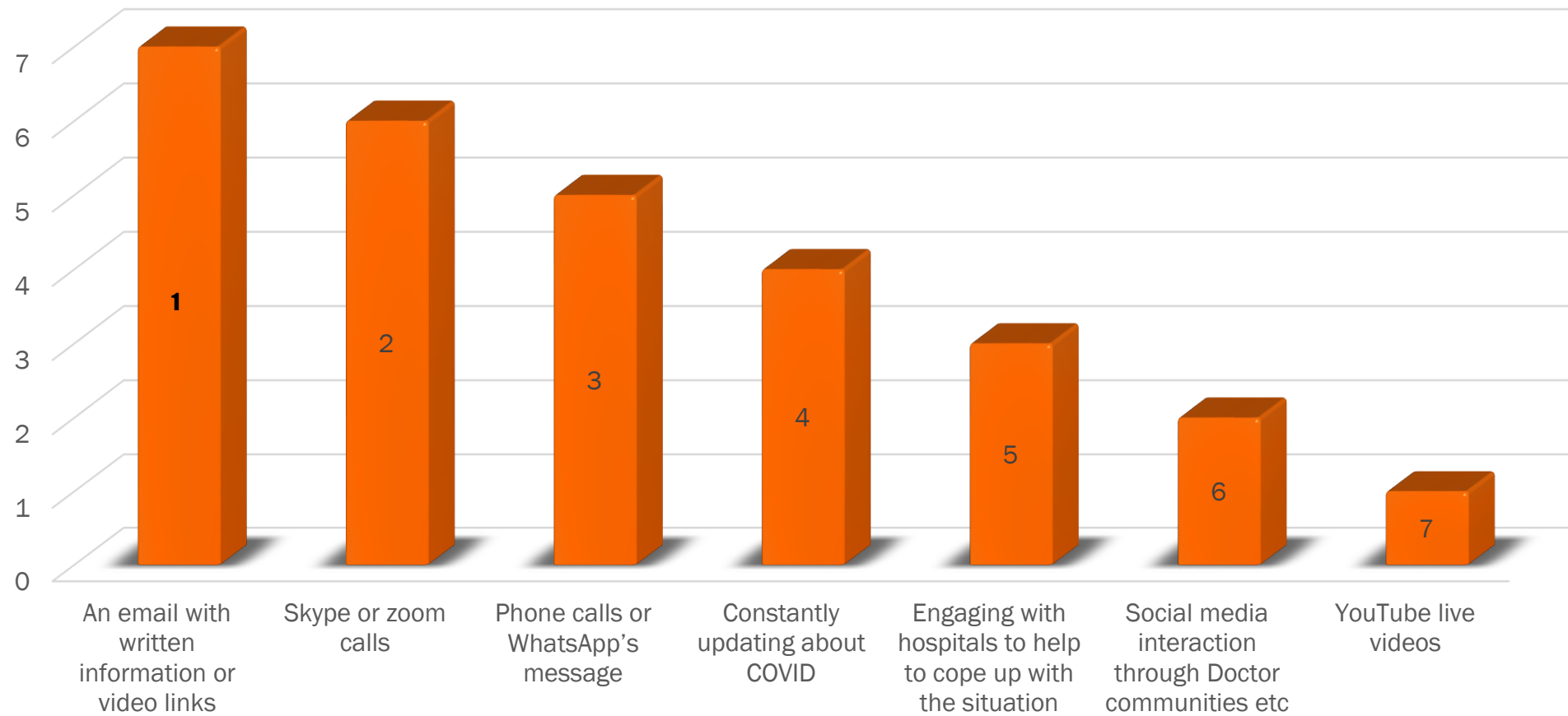
2. Challenges of digital marketing



3. Service appreciated by customers



4. Strategies alternate to face to face interactions



RESULT and CONCLUSION

- ❑ Corona Virus Disease (COVID-19) has caused 25-50% decrease in the hospital visits by the patients.
- ❑ Phone and video calls are the medium currently preferred by the doctors.
- ❑ The important advantage of telemedicine is that the patients are less prone to infections
- ❑ The major challenges are the inability to perform physical examinations and physicians not being specially taught to perform digital consultations effectively.
- ❑ This study reveals that physicians prefer to have digital interactions followed by face to face interactions.
- ❑ The physicians want the professionals to help them with online platform management.
- ❑ The pharmaceutical professionals survey reveals that the major challenge faced by the organization to engage physicians during the lockdown was getting appointments with physicians.
- ❑ The professionals have said that the priority of the organization is to enable digital transformation of sales and marketing activities.
- ❑ The most important challenge of digital marketing is the adaptability and acceptability in the field.
- ❑ The professionals also expect that 11-30% of face to face interactions with physicians will be largely replaced by digital meetings.

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Online Course Report

BECOME A PRODUCT MANAGER

**COURSE
DESCRIPTION**

This course is about the fundamentals skills which a product manager should possess. This course taught me about some basic key points that a product manager should know to become a successful product manager. This course consists of 13 hours video of 17 sections and 140 lectures.

Instructors

Cole Mercer and Evan Kimbrell.

**Learning
methodologies**

Lectures / Videos/ PDF/ Quiz/ Reading Material.

**Delivery
provider**

Udemy.

**Outcome of
course**

Certification.

Course Content

This course consists of 16 sections.

Section1: Overview

Section 2: Introduction to product management.

Section 3: Introduction to product development.

Section 4: Ideas and user needs.

Section 5: Competitive and market analysis.

Section 6: Customer development.

Section 7: Designing and running experiments.

Section 8: Conceptualizing the solution.

Section 9: Metrics for product managers.

Section 10: Building the product- Project management for a Product manager.

Section 11: Working with people and stakeholders.

Section 12: Technology for product managers.

Section 13: What you should to do prepare yourself for the job?

Section 14: How to find a job for product management.

Section 15: How to get Product manager job.

Section 16: After you have got the job.

SKILLS LEARNED

- Role of product manager in different size of companies.
- Identifying and utilizing efficient resources.
- How to imply product lifecycle for a product.
- Understanding customer needs and wants.
- How to understand the core problem of the product.
- Finding competitors and competing products.
- Finding potential interviewees.
- Building user personas based on data.
- Role of technology for product manager.
- Product manager in customer development process.
- Structuring and running customer interviews.
- Email writing to attract more customers.
- How to select MVP and run MVP experiment.
- AARRR and HEART principle.
- How to create a product roadmap.
- How to communicate with different departments peoples related to product.
- How to self-brand online and get a prefect job.

**Thank you for your
attention 😊**