

Indian Immunologicals Ltd.

Digitalization of Healthcare, Services & Role of Professional Expertise

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Digitalization In Pharmaceutical industry

- India, also known as pharmacy of the world is growing at the rate of 15% / year with turnover of more than \$20 Billion in 2019 and is expected to reach close to \$130 Billion by 2030. In these Corona times where other businesses are struggling to even sustain, Pharmaceutical Industry showed remarkable growth.
- There can be Various factors behind this exponential growth one of which is adaptability towards digital platform.
- Where Earlier everything was managed physically, has now adapted a 'Phy-gital' approach signifying 'Physical + Digital'.
- With the advent of digitalization, the pharmaceutical industry is using information sharing to improve its manufacturing and supply chain efficiency. Digitalization is providing enormous benefit for small and large businesses within the pharmaceutical industry.

- Use of digitalization has helped creating counterfeit-proof medications with serial numbers that are trackable across the supply chain, ensuring quality while meeting upcoming serialization requirements.
- Pharmaceutical companies are now using digitalization to meet the expected increased demands from markets across the globe.
- Digitalization can help them meet regulations, find manufacturing efficiencies to address cost pressures, and use cloud-based information sharing to quickly connect with suppliers and distributors. In addition, automation, smart sensors, social media, and health apps can help measure drug compliance and predict demand across regions to support real-time manufacturing.

Future of Pharmaceutical digitalization

- Over the upcoming years, pharmaceutical business models to be reshaped from inside and outside of the industry—that will likely require current players to evaluate shifting markets and determine how they will compete.
- Artificial intelligence (AI) is going to help clinicians and consumers identify illness much earlier than we do today
 - Vaccines and other early interventions could prevent a greater number of diseases from developing in the first place.
- . Twenty years from now, rather than picking up a prescription at the pharmacy, personalized therapies based on a diverse set of a patient's characteristics including their genomics, metabolome, microbiome, and other clinical information might be manufactured or compounded just in time through additive manufacturing.

Upcoming Advancements

Vaccines

A bandage strip lined with a patch of painless microneedles that are just long enough to penetrate the skin are being formed In 2017 by the National Institutes of Health (NIH)

Genetic testing

Early detection of a disease, or the ability to determine who might be genetically predisposed to a disease will be done by genetic testing as preventive and curative therapy

Precision intervention

Robotic surgery, Nanotechnology ,3D printing of engineered tissues will increase the precision exponentially.

Conclusion

By 2040, some diseases will be prevented, cured, or managed with nonpharmacological interventions. Hence , we could have fewer people with chronic diseases and less need for therapies that treat those conditions. As a result, what has historically been in-bounds for the pharma sector—such as the treatment of chronic diseases—could erode.

For better
understanding
of the topic, i
further analyzed
3 major pharma
companies



1

GlaxoSmithKline

A British multinational pharmaceutical company which is also sixth largest pharmaceutical company in the world dealing in Pharmaceuticals, Vaccines and Consumer Healthcare

2

Abbott

an American multinational medical devices and health care company dealing in medical devices, diagnostics, branded generic medicines and nutritional products

3

Regaliz Medicare Limited.

Mumbai based Pharmaceutical Co. Deals in Manufacturing and Sales of Dermatological Products



How is GSK communicating with Doctors

- Regular mails reminding about brands and advancements
- Messaging on their phone on special occasions ie. Doctors Day , Birthdays & Anniversary Wishes
- Sales force meeting Doctors personally
- Organizing CME's

How is GSK Engaging sales force?

- Maintaining Records for Doctor's meet done by sales force in "VEEVA CRM" (Application)
- CME's and RTM's (Round Table Meeting) with Doctors and Hospital staff
- "Das Kadam" Initiative , where field staff is made to meet the stockiest and is supposed to get a sale of 10K at the discounted rate of 10%
- Online workshops and Semminars

How is GSK reaching to customers?

- Flyers are with being distributed to increase awareness among patients with minimum or no branding
- Hoardings are placed at pharmacies about Do's and Dont's of a disease
- By adding Patient Information leaflets in most of their products

How is Abbott communicating with Doctors

- Sales person are first point of contact for Doctors.
- Abbott is actively doing online meeting to increase awareness and promote their brands.
- Flyers or Leave behind Leaflets (LBL) are being mailed and posted at doctors clinic and House address.

How is Abbott Engaging sales force?

- Abbott has divided their sales force as per the system a medication is targeted ie. Neurological Division , Cardiovascular division etc.
- Since Lockdown is being relaxed at most of the states, doctor visits have started as per usual



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How is Regaliz communicating with Doctors

- Field Force along with pamphlets and LBL's are major communicating source.
- WebEx meetings
- Reminder cards at reception desk of Clinic/Hospital
- E-mails at regular intervals

How is Regaliz Engaging sales force?

- Sales Force have target to meet minimum 100 Doctors/month and enter in application "CMO"
- Distribution of Samples and Leave Behind Leaflets
- Communication of Launch of any new product/advancement
- Meeting Chemist and Stockiest to analyze movement of products.



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Tele-marketing

Opinions of Pharmaceutical Companies on Tele-Marketing

GSK

Tele-marketing will be revolutionary but can result in loss of Field Force Jobs.

ABBOTT

With the Increasing Covid cases and imposed lockdown, tele-marketing can bridge the Gap between doctors and Abbott.

REGALIZ

Tele-marketing alone cant be relied upon , while amalgamation of Physical meets and tele-marketing can do wonders.

Doctors On Tele-medicine & Brand Launch Amid Covid Crisis

From their Viewpoint

Skin Specialist

Dr. Mahima Talvar

Tele-marketing is on the rise and is an excellent platform in covid times to keep both patients and Doctors safe but has its limitations, we cant fully rely on it yet it can help us.

Yes, Giant Pharma Co. are Launching Brands as per usual due to their pre-established base.

Urologist

Dr. Nirupam Adalkha

India is a place where poverty is prevalent and you talk about Tele-marketing, leave it for next 5 years..

Covid has incresed the patients and need of hospital signifying an excellent time for Pharma Co. to liquidate their brand. Yes many brands are Launching and are sold at higher price.

Gastroenterologist

Dr. K N Singla

I got Covid in August 2020 but i was still consulting patients on-line due to Tele-medicine, it is very convenient for me and i like it very much.

Launching any brand this time is a huge hit because pharmacy are busy these days and liquidation of brand is easy.

Pharmacist's Take On Communication Regarding new Brand Launch



**The Co. are launching
relatively less brands due
to less sales of non-
targeted brands**

Lords Medicos



**Field force staff are
regularly calling and
visiting to give us
information**

Kadimi's Medicos



**Every Co. is trying to
make sanitizers these days
to cap the cash flow of
this segment**

AAR AAR Medicals



**Heavy discounts are being
offered these Days
resulting in increased
profits and we are loving
that MR's are visiting less**

Star Medicals



**Our E-mails are flooded
these days with
information, our head tell
us about regarding any
useful information time-
to-time**

Lakshmi Medicals



Digital Initiatives taken up by HBI

HBI (Human Biologicals Institute) - a division of IIL



1.Social media platform for reaching out to end consumers and creating awareness

India alone has 350M+ active users.Hence, Social media is an excellent platform to reach out to consumers in the form of awareness programs. in this way they the consumer is empowered with knowledge with minimal or no branding.

2.Precision targeting and remarketing to doctors : "Doceree"

Doceree has database of more than 3lakh Indian Physicians who are in direct contact with the patients.

Target marketing will allow us to create more specific marketing strategies, initiatives, and give the most appropriate direction to the brand.

3.Creating awareness about rabies and management through infocentres in "docplexus"

Doctors often visit Docplexus for recent updates of medications and advancements in Medical field.

Therefore, this initiative will ensure that the physician will come across this awareness program multiple times thereby acting as a repetitive reminder, sub-consciously

4. Advertisements in "HiDoc"

On Average the cost of advertising on **HiDoc** is 9x cheaper than

other Digital Platforms.

Hence, Economic and Efficient.

5. Regular webinars for doctors with gynecological societies, webinars for chemists

Excellent way to educate as well as inform Doctors about recent advancements and brand launches.

Webinars have high acceptability as they are highly informative at the ease and comfort of doctor.

6. "Saneforce" CLM for sales force effectiveness

A one stop content management & analytic platform which will help to manage promotion & marketing strategy.

It will be proven beneficial to manage marketing data with ease.

7. Regular whatsapp and email communication to Targeted customers

Although a great way to reach out to targeted customers but informing them at Regular 'Intervals' will be proven effective as Regular Messages/E-mails can agitate the customers.

8. Providing teleconsultation subscriptions to selected doctors

This will surely build rapport among doctors with an added benefit that this will also improve Doctor-Patient relationship.

Ultimately, helping HBI in term of increased awareness and pre-created positive notion

9. Presence of one of our OTC brand, Vivafit is in Amazon (active utilisation of AMS) and also active social media pages.

Amazon being the #1 online shopping website grabs millions of eyeballs and presence of one of our product there builds a positive rapport of the brand and the company.

10. Google ads placement for OTC brand and promotion of other therapy areas

An average person performs 76 google searches each day, extrapolating this number for 1.3 Billion Indian populations is a lot of searches.

Hence Google ads will receive eyeballs in Billions serving as an excellent Digital Initiative.

Suggestions

Here are some of the additional measures that can be taken.

Influencer Marketing



Physicians can be taken On-board to increase awareness about Women's Health and other brand related topics. This will ensure to market the brand with better convictions

eg- Dr. Richa Negi,
Dr. Rashmi Shetty

Linkedn Add



LinkedIn Adds, Posts, Stories can be updates on regular basis to keep the followers informed about the updates. And by the Number of Likes/Comments we can asses the number of active audience who are willing to interact

Quora



Quora is widely used to ask general questions and often times they are health related. So if, from official account of HBI, any such query is solved by providing appropriate info the viewers will feel connected.

Targeting Medical Colleges



Medical colleges holds future doctors and hence, organizing awareness programs, giving guest lectures about the recent advancements, sponsoring blood donation camps/other events can go long ways.

Myth Bursting Sessions



We live in a country where women's health is rarely talked about and other related topics are considered taboo. Keeping many myths afloat. Therefore, Myth busting sessions can be done where doctors give their expert opinions

CSR Activities



As Corporate Social Responsibility (CSR) , sanitary pads can be distributed among lower socio-economic classes and they can be informed about the use of it. Women Consultation camps can be organized



Thankyou

Regards,

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