

SUMMER TRAINING

AT



Digitalization of Healthcare, Service and role of Professional Expertise

Report By

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(MBA PHARMACEUTICAL MANAGEMENT)

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Under the Guidance of

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ACKNOWLEDGEMENT

The internship possibly I had with Indian Immunologicals Limited became incredible chance for gaining knowledge and manifest improvement. The happiness and euphoria that accompany the project's successful completion would be incomplete if the people who made it possible were not mentioned. I am thankful to have a chance to meet such wonderful individuals and pros who guided me during my internship.

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IIHMR UNIVERSITY, JAIPUR

CERTIFICATE

This is to certify that the project entitled “**Digitalization of Healthcare, Service and role of Professional Expertise**” submitted in a partial fulfilment of requirement for the degree of Master of Business Administration in IIHMR, Jaipur embodies the original work carried out by [Shubham Gaikwad](#) under my supervision **Indian Immunologicals Limited, Hyderabad.**

The work has not been submitted in part or full for the award of any other diploma/degree in any other university in our knowledge.

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OBSERVATION LEARNING

Immunological Pvt Ltd (IIL) is the market leader in veterinary and human biological in India. It manufactures over 150+ products.

IIL operates one of the main plants in the world for veterinary vaccines. IIL has adequate infrastructure and cold chain distribution capability to reach out to various parts of India and world market. This flexibility in logistics has ensured many products of IIL occupy top slots in the market.

IIL is a major player in the human vaccine market in India, focusing on the pediatric and rabies vaccine division. IIL is also a major provider of pediatric vaccines to India's large Universal Immunization Program.

The Gachibowli-Hyderabad facility manufactures vaccines, whereas a Karakapatla-Hyderabad facility manufactures animal's health formulations and human vaccine. The IIL facility in Ooty manufactures the entire human anti-rabies vaccine, "Abhayrab." Pristine Biologicals Ltd is IIL's subsidiary in the New Zealand, and it is involved in the production of the serum, in addition to a production of vaccines.

Business Segments

IIL carry across its merchandise to over 50 countries across globe with a client focus in the Middle East, Asia, Africa, CISR countries then increasing in the Central America and Latin America.

IIL is emerging a coronavirus vaccine in an cross-continental association and is leading a intercontinental research alliance in partnership with the Griffith University, Australia to progress a live attenuated SARSCOV₂ vaccine or the Covid vaccine using the latest Co-don deoptimization technology.

The plant that set about business production in a phases from September 2006, meets an outsized a part of necessities of Universal Immunisation programme of a Ministry of Health, Government of India.

MISSION

To improve and extend people's lives by innovating, producing, and marketing high-quality healthcare products and services.

Project Objectives:

To understand & evaluate the implementation of various digital transformation techniques in the healthcare ecosystem, exemplifying (each from pharma companies & Doctors in Hospital & Clinic Segment) adaptations to different digital mediums.

- Understanding the various digital initiatives which were introduced by pharma companies and their effectiveness.
- Various digital platforms or tools used by companies to get connected with the doctors. (At clinics, nursing homes/hospitals or IVFs)
- Understanding the acceptability of the digital engagements from the doctors
- Most preferred ways of interacting with the medical representatives and their effectiveness
- Understanding the penetration of telemedicine & video consultation in their regular, overall OPD during pandemic.
- Understanding the prescribing behaviour
- Evaluate the digital interventions of Human Biologicals Institute done so far and ways to improve the outcomes.

Mode of data collection:

Telephonic interview (Survey method)

Internet Research

General finds on learning: -

Now a days pharmaceutical companies focusing on digital marketing. For digital marketing they are using some digital tools, like tablet or laptop. Pharmaceutical companies has built an apps for detailing.

Through this apps they can have conversation with doctors, company can also send orders to distributors through this apps, and company can conduct webinar or seminar.

VEEVA APPLICATION:



This app is founded in 2007 and widely used by most of pharmaceutical companies for detailing and conversation purpose, but here I am considering this app for Johnson & Johnson Company.

- Through this app we can see engagement of customers (i.e doctors). We can see engagement through emails. Like, we can see who are opening our mails and after opening the mails we can see in which area they show their interest, for that we can send them different links in mail so we can do segmentation of customer.
- 1 to 1 email solution: - here we have to save some templates in mail and we can add different mails and we can schedule those mails to particular doctors. Then that mails reach out to the customer on that particular date, this process is auto generated process so here we have to type or schedule that mail for one time. This process actually save lot of time and helps in customer segmentation.
- By using this app we can do interactive presentation. Here, doctors or international spoke person can deliver his or her presentation and participants can ask direct questions to them.
- We can see engagement of doctors for specific products.
- By seeing engagement we can target our customer. And those who are not interested in our product, for them, we can use different marketing strategy or we can simply remove them from our list.

- In 2021 Veeva has launched Veeva lightning app, in this app we have to put efforts for one time, and then it will do its work automatically. Like sending mails, reminders, invitations and news etc.

ZYDUS FRONTLINE APPLICATION:



Bringing the entire sales operating cycle at your fingertips. Zydus Frontline Mobile is a state of the art CRM application. Designed in a simple and intuitive way, the application helps sales force enhance their productivity and bringing everything they need on their fingertips.

- Daily Plan: Your companion for the everyday work. Get complete visit information at one click for each doctor.
- Performance: Interactive platform to quickly access your key performance metrics.
- Reporting: One click accesses to all your reporting requirements.
- Community connects: Connect with your team members on the go.

PHYZII CRM APPLICATION:

The logo for Cipla, featuring the word "Cipla" in a bold, blue, sans-serif font.

Phyzii Mobile app is used to monitor sales force operations and enable them to prepare for doctor calls, detail products to doctors and report activities on their mobile devices from the field anytime anywhere.

This Platform empowers the rep with information on fingertips before, during and after the doctor call. It enables the rep to report call by call by using his waiting time in the clinic. Managers can access real-time data to take informed tactical and strategic decisions.

RESPITRACK APPLICATION:

The logo for Sun Pharma, featuring a stylized orange and white circular emblem above the words "SUN PHARMA" in a bold, black, serif font.

As part of its efforts to influence mobile technology to boost treatment in chronic and lifestyle diseases, Sun Pharmaceuticals is developing a mobile application to connect doctors and patients. In the first of its kind

creativity, the 'Respitrack' App developed by Sun Pharma will enable doctors to keep record of the treatment progress in the patients, and upsurge the compliance to medication for better management of asthma, where adherence to treatment is challenge. The model will be replicated later in the diabetes and other lifestyle ailments.

Most pharmaceutical companies in India are largely focused on education for doctors, like e-detailing (with digital tablets), or disease awareness for patients, in the digital space for example, through Facebook campaigns, as direct-to-consumer drug advertising and promotion are banned. Globally too, drug companies are progressively switching to digital channels like emails, web-sites, apps and text messages to engage with physicians, as against a direct interaction, due to compliance requirements.

According to the WHO, India has a nearly 15-20 million asthmatic patients, of which over 50 percent do not adhere to the treatment regimen. A majority of the non-adherence is on the account of the patient's poor memory to take medicines on time, and due to insufficient understanding of the prescribed treatment.

Sales-force engagement: -

- **Johnson & Johnson-** Phone calls to doctors, detailing through app, attend webinar to update and enhance sales force knowledge.

J&J's Strategies to reach out to customers

1. **Conversational AI-** In this company, use personalised communication to interact with their customers, company use behavioural or transitional data to make it personalised.
2. **Facebook page-** Me without migraine. In this page company spreading awareness of migraine and its treatment, and also give some tips to overcome with migraine.
3. **Apps-** RA-RA (Remote Assessment in Rheumatoid Arthritis), One-touch Reveal, J&J official 7 min workout. This app track treatment progress of the patients, and increase the compliance to a medication for better management of the illness.
4. **Instagram page-** J&J global health and J&J. on this page company spread awareness about disease and their products, and also give some information about their initiatives.

5. **Certification programs:** - This programs are design for doctors only, in this program company spread awareness about treatment, like mode of action of any drugs and if company launched any new treatment then, company educate doctors about that treatments.
6. **Email marketing-** This includes customer oriented mails, Do's and Don'ts, awareness about medicine and companies' initiatives.

- **ZYDUS-**

Detailing through app, phone calls and WhatsApp calls to a doctor.

1. **Tatva care-** This platform is use for spreading awareness and to educate doctors about medicine. This app is only made for doctors, in this app company can educate doctors about their medicine and treatment.
2. **Web site-** Zydus wellness. Through this site company can show their products range, and also, if someone finds difficulty in that product then they can have chat with company to solve their issues. This site is more customer oriented site.
3. **Instagram-** Individual product page to promote product. Mostly young population is using Instagram, here, Zydus promotes their product by posting photos and videos, in those videos patients/ customers are explaining about their experience. And Zydus has most of the product which is widely used by young population.
4. **App-** Zydus provided app to a doctor, through that app doctor can communicate and counsel patients. This is customer oriented solution based approach, through this doctor and patients have conversation

- **CIPLA-**

Detailing through app, and use Microsoft teams to develop their medical representatives.

1. **Fighter by heart-** Cipla promotes this activity to doctors then doctors talks about this activity to patient. In this activity company do patient counselling and spread awareness about disease and medication like how to use it.
2. **YouTube channel-** Cipla. #berok zindagi #inhalershainsahi #asthama ke saath.
3. **Instagram-** official_cipla

- **GLENMARK**

Detailing through app, and use 1:1 mailer.

1. **1:1 mailer**- This includes National comprehensive cancer network (NCCN) guidelines, templates, and phase 3 study. With one touch company person can send mail to all doctors.
2. **Webinar**- they conduct webinar with doctors to educate them about treatment and also promote their medicines.

- **Human Biologicals Institute's Digital initiatives: -**



1. Social media platform for reaching out to end consumers and creating awareness: initiatives: "fearless against rabies.com" for rabies awareness and "puberty2menopause.com" for women's health with respective Facebook, insta pages. Conducting regular live interviews, awareness posts, etc..
2. Precision targeting and remarketing to doctors: "Doceree"
3. Creating awareness about rabies and management through info centres in "docplexus"
4. Advertisements in "HiDoc"
5. Regular webinars for doctors with gynaecological societies, webinars for chemists
6. Saneforce CLM for sales force effectiveness
7. Regular WhatsApp and email communication to Targeted customers
8. Providing teleconsultation subscriptions to selected doctors

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

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

Suggestion for improvement: -

- Human Biologicals institute (HBI) should develop app, main purpose of that app is communication. Communication between doctor and patients, because in this pandemic doctors are losing his/her patients, so, here HBI can introduce one app that will make communication easy and simple.
- And in same app they can introduce mapping system, that mapping system tells us about which doctor is available and at what time and in which clinic/ hospital. So, Medical Representative (MR) can draw his daily activity plan. This function is essential for new joining and as well as regional sales manager (RSM) or Zonal sales manager (ZSM) because they work with MR once or twice in a month.
- HBI should start their YouTube channel. On that platform, they can spread awareness and they can educate their patients and increase patient compliance.
- Company should introduce their Instagram page and start posting videos about disease and spread awareness, like Cipla's Berok Zindagi Campaign. And here why I am suggesting Instagram, because insta has young population, if we spread awareness in young population then, there might be chances of our product live longer.

Project Report

Introduction:-

Digitalization of Healthcare, Services & Role of Professional Expertise

Digital Transformation is the process of upgrading or establishing a new way of carrying out business activities as well as building new or adapting current business trends, cultures, and customers experiences, using digital technology to meet changing business and market requirements, now pharmaceutical industry also entering in digital marketing, here, they are using some apps for detailing purpose.

Digital Transformation in simple term is process of restructuring or redefining the business in the digital age to match the changing trends, now a days people are using digital platforms to educate themselves for taking medicines and knowing which are the different treatments available for that same disease.

The four primary aspects of digital transformation are process, technology, data, and organizational change, in pharma industry this four aspects plays an important role.

And also Rebuilding operation, rebuilding customer relationship, and rebuilding procedure constitute the three key components of digital transformation.

Rationale

The fundamental reason for this project is to check out what are the digital strategies pharmaceutical companies using to launch their products and sale their products digitally. The mind set of companies to carry out digital transformation in covid era. It is becoming clear now from now doctors approaching medical representatives digitally, like they can have talks on digital platforms. For that companies are developing some apps, those apps will help in making communication easy with doctors as well as with patients.

As doctors are doing consultation online (i.e telemedicine), so, how pharmaceutical company should approach doctors, because most of time doctors are not in their cabin (work from home) or they will not allowing MR's in their cabin. With the government's restrictions on advertisement, how pharmaceutical companies are doing awareness or advertisement of drug on social media platforms.

Research questions:-

1. What are the impacts of digital marketing in pharmaceutical industry?
2. What are the new trends adopted by pharmaceutical company to communicate with customers?

Objective:-

1. How company is communicating with doctors?
2. How company is engaging their sales-force during this digital era?
3. What are the strategies to reach out to the customers?
4. How much telemedicine has captured Indian health care industry?

Methodology**Survey data and study population:-**

The primary data is being collected through telephonic interviews with medical representatives and product managers. And secondary data is being collected through internet search like; Google, Instagram, YouTube, Facebook and LinkedIn. For telemedicine, primary data is being collected through telephonic interviews and hospital/clinic visit.

Sample size: - 4 Pharmaceutical companies and 20 doctors.

Sampling technique: - simple random sampling.

Analysis and interpretation:

During this internship I have considered 4 Pharmaceutical companies and 20 Doctors and few hospitals. The data was collected by telephonic interviews, internet search and hospital visits. During the analysis process, I found out, money spend for digital activity in 2020 is low as compare to other industries. Pharma and healthcare industry are not spending that much money for its digital activates, so we cannot see proper growth by considering digital marketing or digital activities.

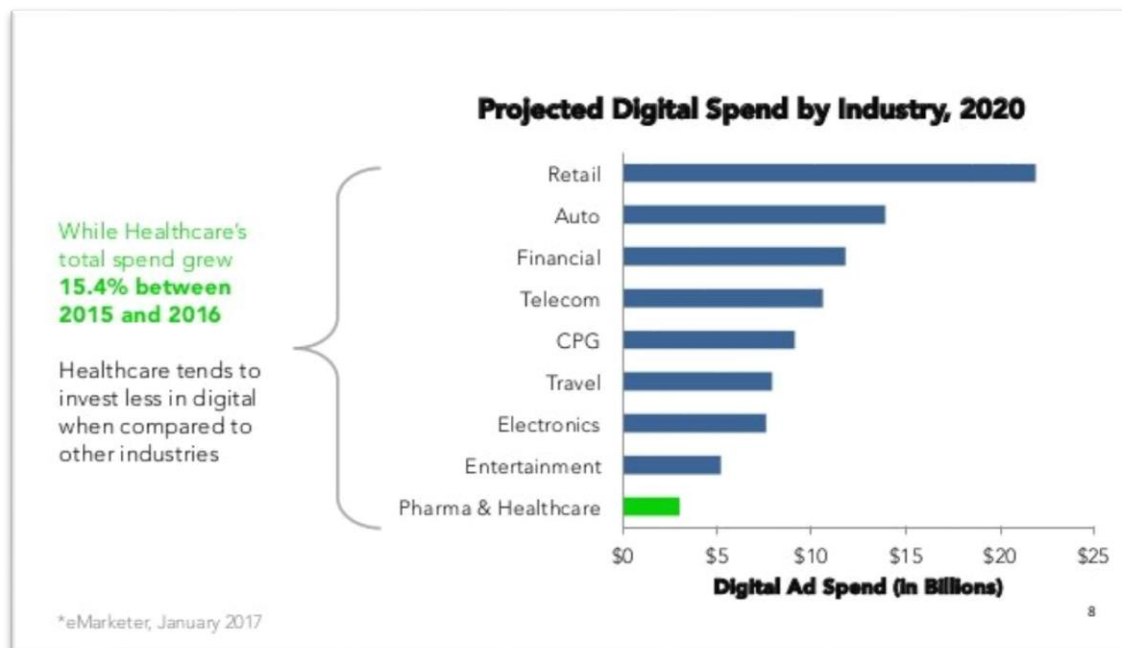


Fig: 1

If pharmaceutical and healthcare industry increase its project funding, then their might chances they can gain huge profit, because company can do its advertising deep as much they want, so each and every person will know about company's products and their portfolio.

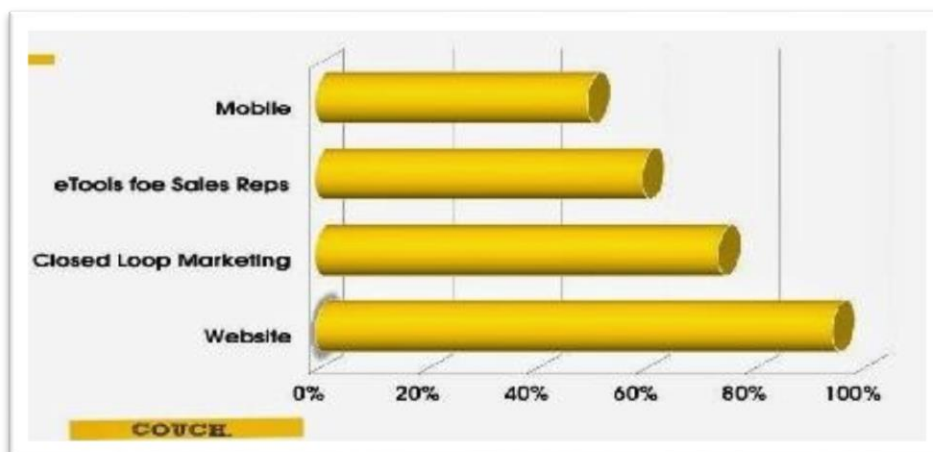


Fig: 2

In fig: 2 we can see, Pharmaceutical companies are more focusing on developing websites, it is good but, problem is that, most of the patients is in hurry and they do not give proper visit to a website, if company shifted their focus on mobile then there might be high chances, we can hold our customer for longer time and we can deliver all information about disease and medicines.

And on the other hand, Almost 95% of the pharmaceutical companies know the importance of the websites and yet some of the companies do not have any. The value of the marketing activities can be understood by determining the profit on investment you get after adapting this type of method. ETools for sales include many choices, such as customer relationship management (CRM), e-detailing programs, lead nurturing applications that enables to track the prospect throughout the sales process. Mobile, is vast across retail industries but not used for marketing in the pharmaceutical sector. 50% of respondents recognized the need for it is massive but cannot determine its proper use.

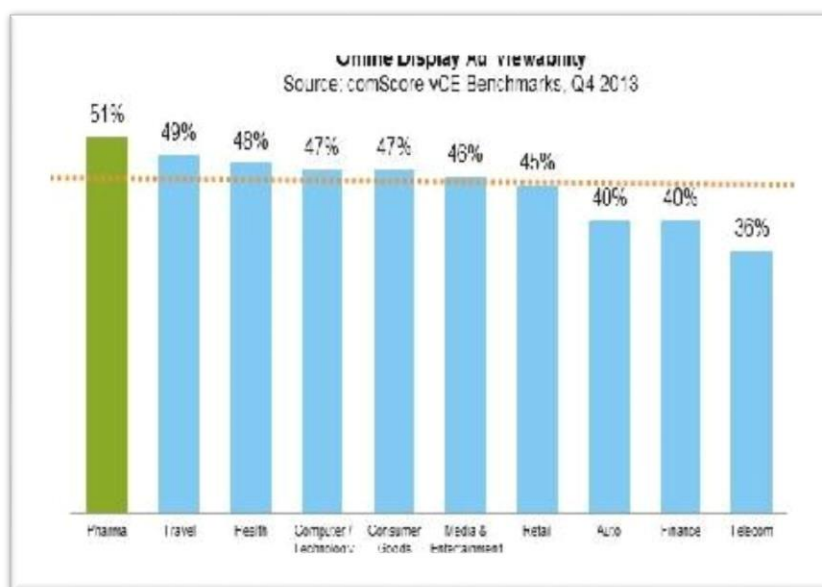


Fig: 3

Online display Ad view ability, there is one study on “Online Marketing Effectiveness Benchmarks for Pharmaceutical Industry”. Built on com-Score’s survey data from 162 pharmaceutical studies, the results show that online direct to consumer (DTC) marketing continues to increase conversion between patients and prospects and it is very important also, because if patients and doctors has more conversation then doctor might find better treatment to that patient. It as well shows that pharmaceutical online advertising has highest view ability rates of any industry. Across a study of billions of pharmaceutical advertising impressions across over 15 brands, 51 percent of the ads were viewable. Out of the ten industries com-Score benchmarked, pharmaceutical advertising impressions had the highest view ability rates.

TELEMEDICINE

With a population of over 120 cores, India is the world's second most populous country. The number of doctors available to help this population is inadequate. As a result, providing satisfactory and fair health-care services has always been a difficulty.

The recent tendency of concentrating health-care services in the cities and towns away from rural India, where 68.84 percent of the national population lives, is adding to this mismatch. In a country like ours, the Covid-19 pandemic has thrown unparalleled strain to an already overburdened health-care system in 2020.

Telemedicine is an important tool for combating this mismatch and improving the delivery of health-care services by exchanging valid information to diagnosis, treatment, and prevention of the disease and the injuries, research and evaluation, and ongoing education of health-care providers using information and communication technologies.

- Telecommunication and telemedicine are crucial technologies for improving and providing rehabilitation services in remote places, according to the Centre for International Rehabilitation. In remote locations, telemedicine cannot replace physicians, especially in developing countries where resources are limited and public health issues abound. As a result, thinking at this point is unreasonable.
- In peripheral health settings, telemedicine can drastically cut the time and expense of patient transportation.
- Clinical research and continuing medical education on Myupchar, Digiqure, and Docplexus.
- A public awareness tools like Instagram, facebook and whatsapp.
- A disaster-prevention tool.
- Obtaining a second opinion and deciphering difficult interpretations
- Once connectivity has been recognized, the greatest hope for telemedicine technology is that it will be able to offer knowledge to medical practice and to educate patients also.
- Telemedicine-assisted surgery with hand robots Johnson and Johnson is working on this and form robotic surgery tool known as verb.
- Disease monitoring and program evaluation to help patients to manage their disease well.
- It allows for standardization and equity in healthcare delivery, both inside and outside

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Annexure

Indian Institute of Health Management Research (IIHMR), Jaipur.

Sr no.	Name of the Department	Date of Visit	% of Time Spent	Designation
1.	Diabetes at Sanofi India	25/05/2021	2 hrs	Digital marketing manager
2.	QA Executive Sanofi India	23/05/2021	1 hrs	QA
3.	Zydus Group	31/05/2021	4 hrs	Digital marketing manager
4.	Sales Glenmark	10/06/2021	12 hrs	Medical representative
5.	Sales Alembic	14/06/2021	8 hrs	Medical representative
6.	Sales Johnson & Johnson	21/06/2021	10 hrs	Medical representative
7.	Sales Zydus	26/06/2021	12 hrs	Medical representative
8.	Sales Cipla	30/06/2021	8 hrs	Medical representative
9.	Homeopathy	13/06/2021	3 hrs	Doctor
10.	Clinic	25/06/2021	2 hrs	Doctor
11.	Clinic	28/05/2021	4 hrs	Doctor
12.	Hospital (Cardiology)	01/07/2021	8 hrs	Doctor
13.	Hospital	04/07/2021	5 hrs	Doctor

Questions is being asked to Pharmaceutical Company person.

1. What are the tool or apps is being used to communicate with doctors?
2. How company is engaging their sales forces during this pandemic?
3. What are the strategies is being use to reach out to the customers?

Questions is being asked to Doctors or Healthcare professionals?

1. What is the future of telemedicine?
2. What are the issues are you facing by using teleconsultation?
3. How is the patient's response to teleconsultation?

