



SUMMER TRAINING REPORT

BY,

ANUPRIYA RAVICHANDRAN

ROLL.NO.0171(MBA-PM 11)



STUDY TITLE

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





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.

OBJECTIVES (continued...)

For 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 organizations 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.

RESEARCH METHODOLOGY



- RESEARCH DESIGN- Quantitative research.
- DATA COLLECTION-Mix of primary and secondary data collection.
- SAMPLING METHOD- Purposive sampling
- DURATION- Mid of April'20 to mid of June'20
- SAMPLE SIZE- 200 pharmaceutical professionals and 50 physicians.
- STUDY AREA- PAN India
- ADMINISTRATION OF QUESTIONNAIRE – Google forms administered online through sending requests via LinkedIn and e-mails.

RESULTS AND DISCUSSION



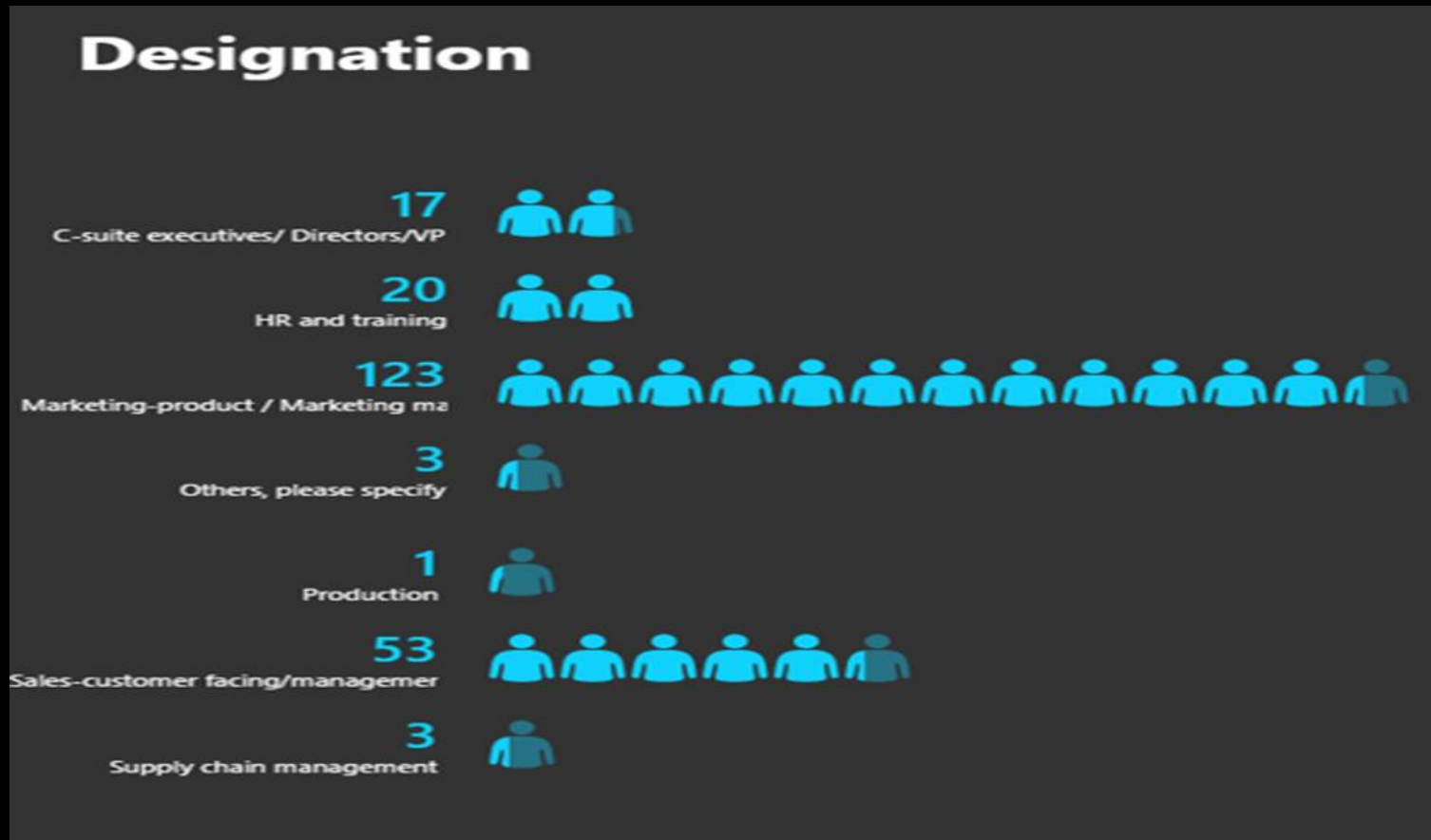
For physicians

- 50 physicians- 32 males and 18 females
- Speciality wise distribution: Cardiologist-6, General physician-12, Gynecologist-10 Ophthalmologist-3, Orthopedic-7, Paediatrician- 6, Psychiatrist 6.
- 29 physicians experienced a decrease in hospital visits by patients and 8 said that the count remained the same.
- 54% of the 29 physicians said that their patient visits are reduced by 25-50% during the pandemic.
- 82% physicians – digitally consult or uses a mix of face to face and digital consultations.
- Maximum used digital medium for consultation- phone call and WhatsApp video call.

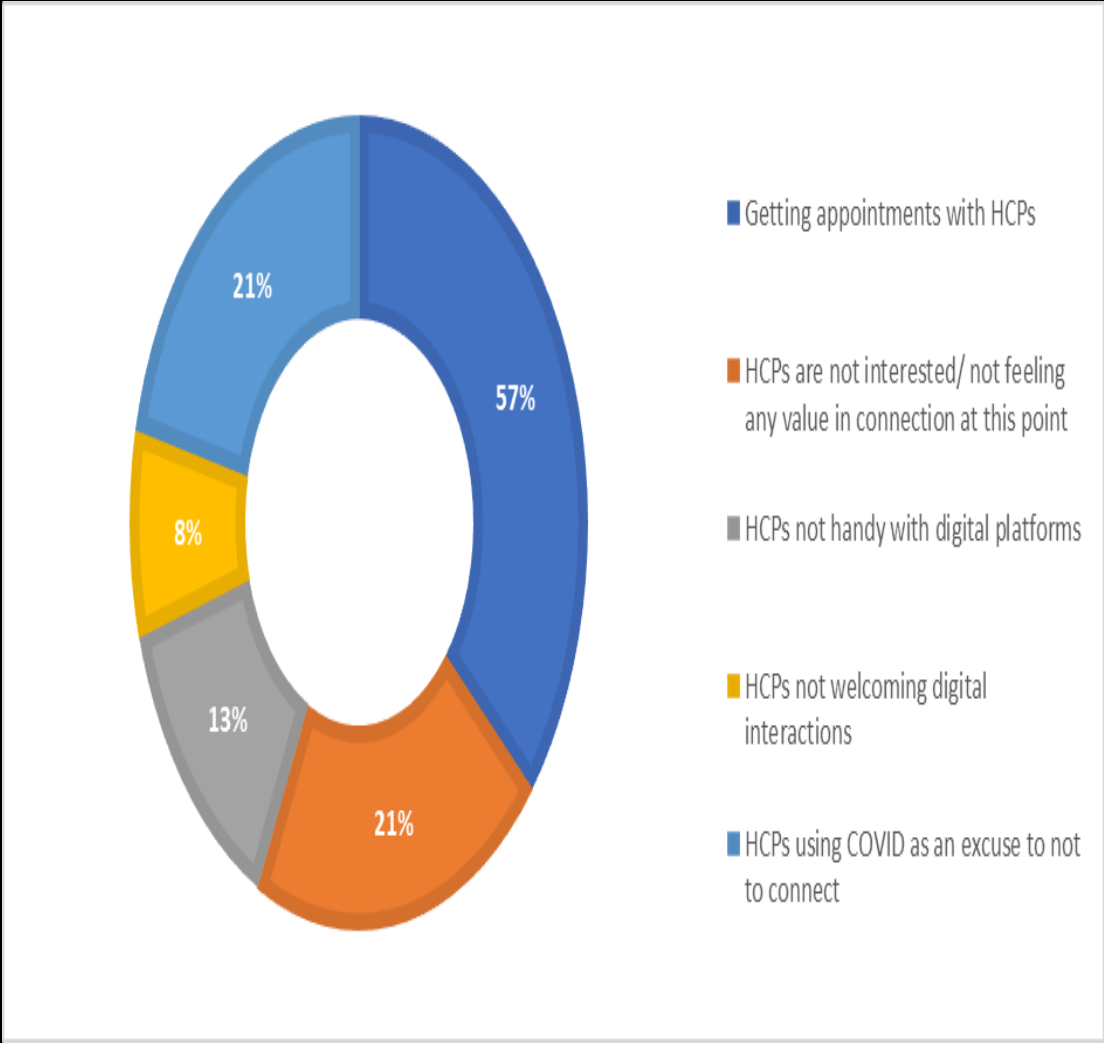
- Major advantages - patients less prone to infections, reduction in waiting time, remote accessibility and reduced overhead expenses.
- Major disadvantages – not able to physically examine and patient not able to comprehend the treatment plan.
- Preferred way of consultation of patients post COVID - Face to face followed by filtering digitally to have a face to face consultation.
- Physicians expectation from pharma companies- Developing educational digital aids for patients and Online platform management for themselves.
- They prefer to have face to face interaction with well trained pharma professional who can briefly detail the product in an effective manner twice a month post COVID.
- They think that the doctor - professional relationship will get affected if digitally interacted and are more interested to know about new drugs, product awareness and usage instructions.

For pharmaceutical professionals

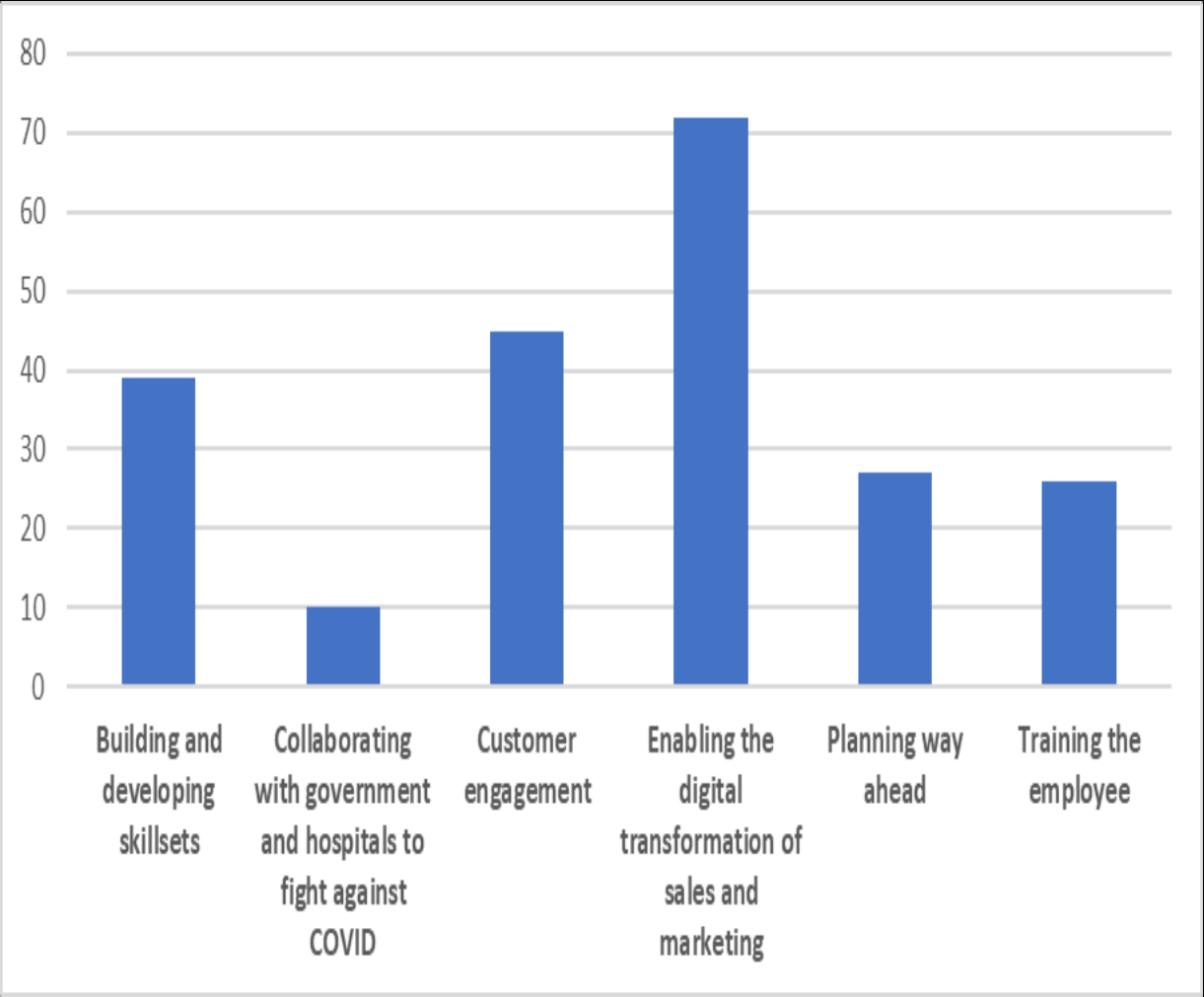
- 220 respondents- 176 males and 44 females.
- Analysis state that report contain more response data from generation of Millennials generation Y (153), Generation X (baby bust) (34), I Gen / Gen Z (14), Xennials (8), Baby boomer (1).



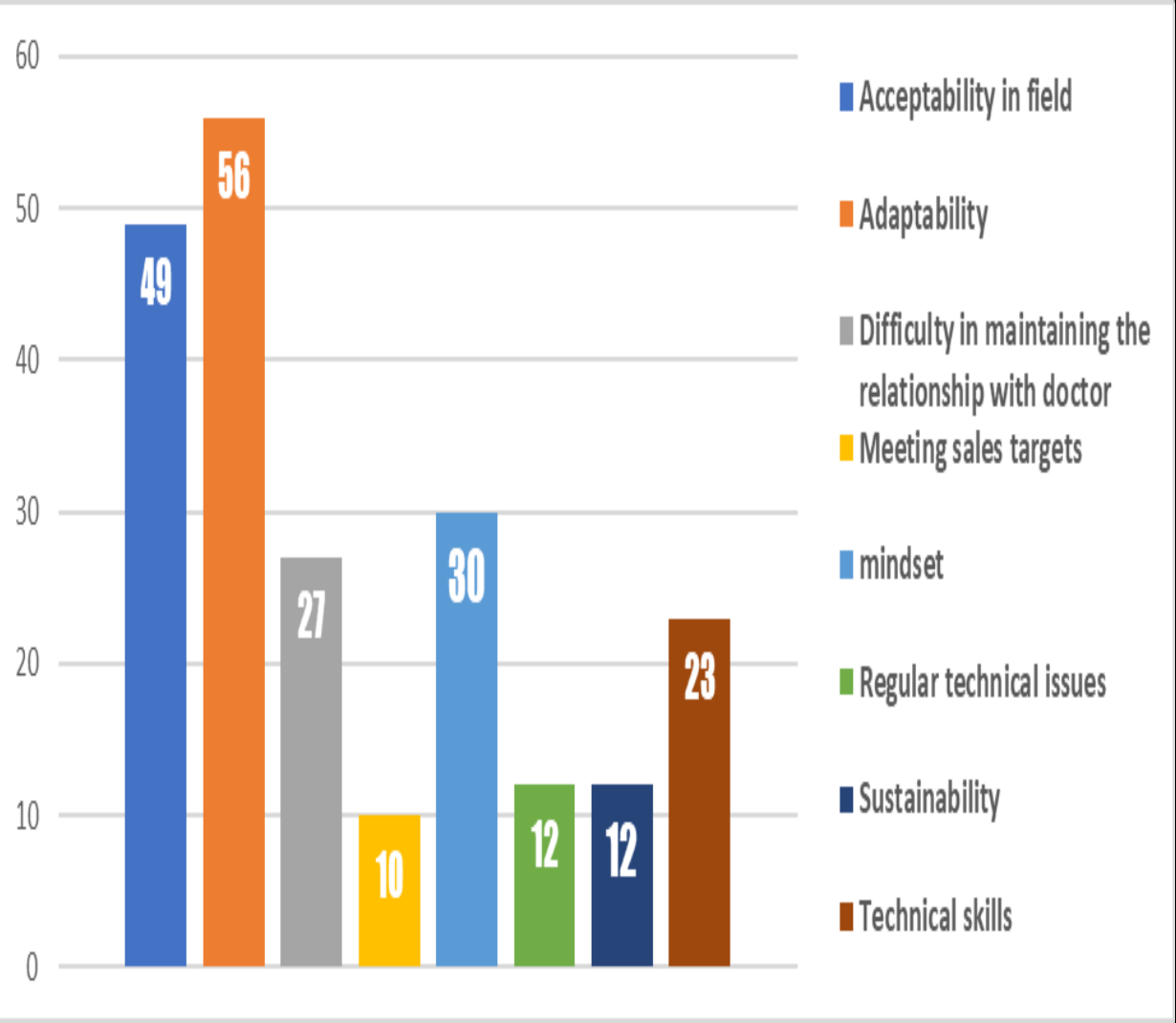
Challenges faced during lockdown



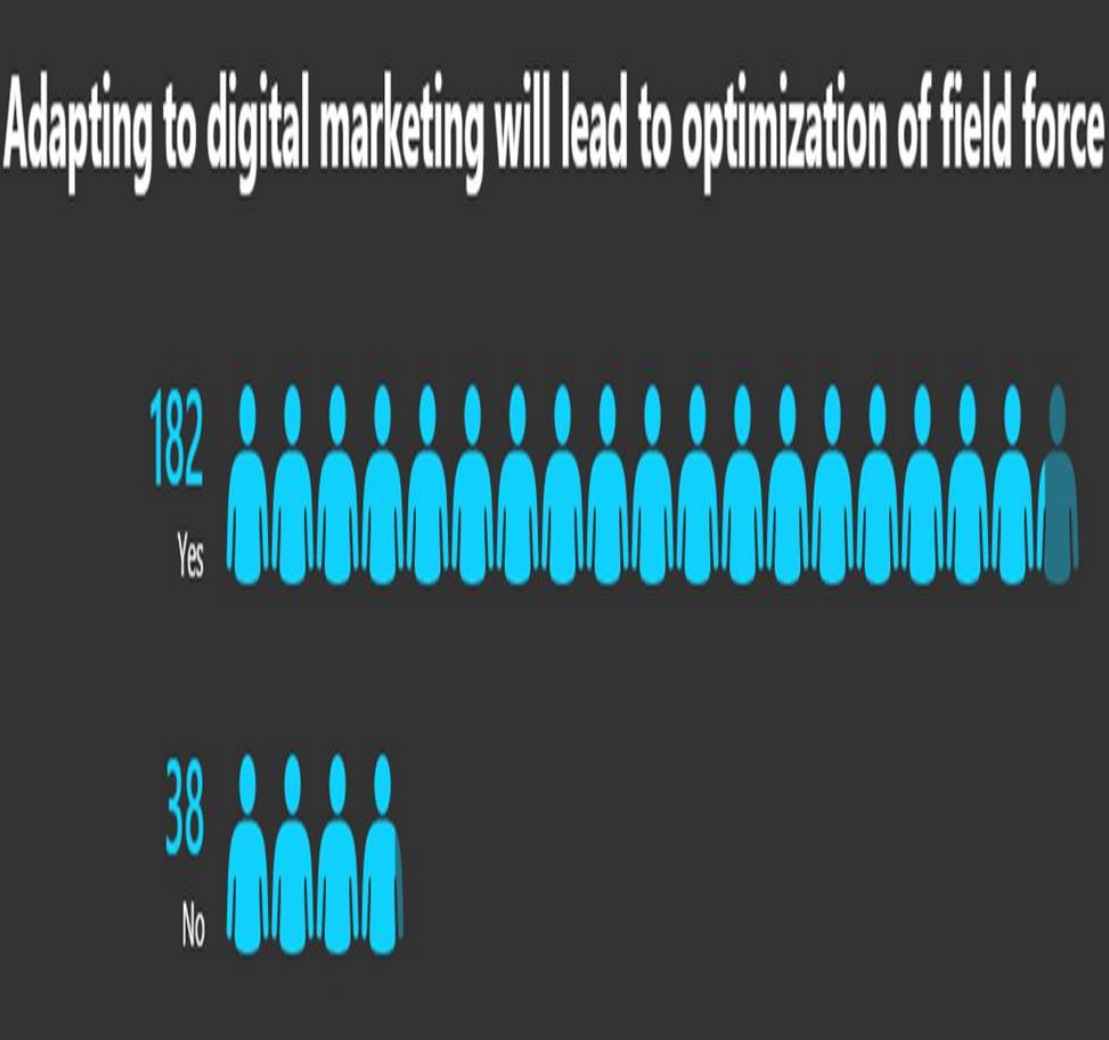
Priority of organization during lockdown



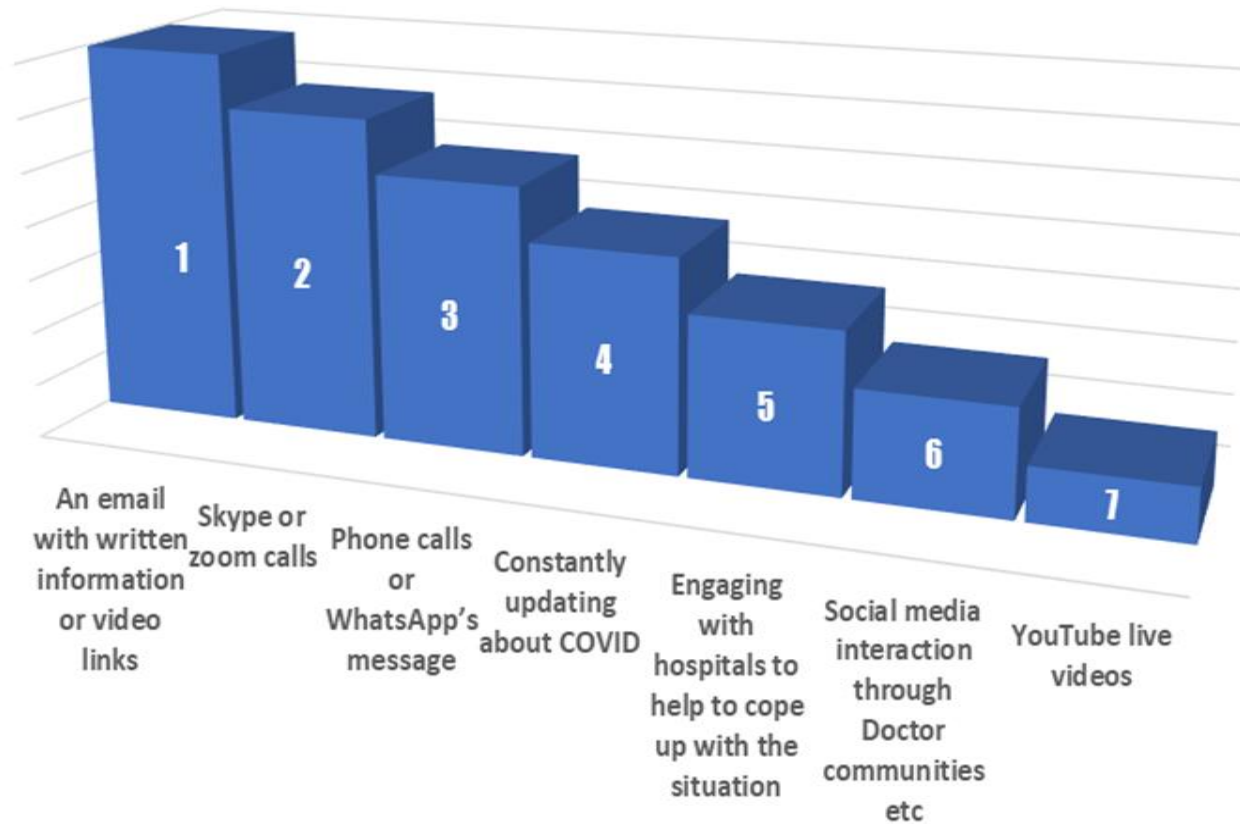
Challenge of digital marketing



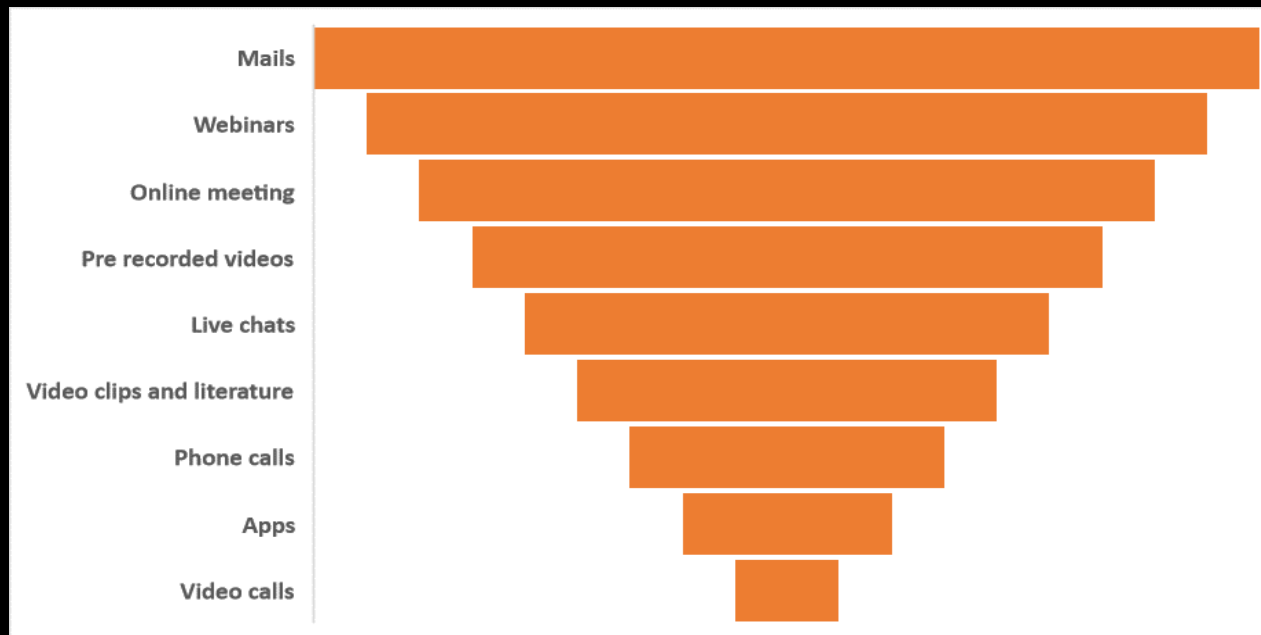
Optimization of field force



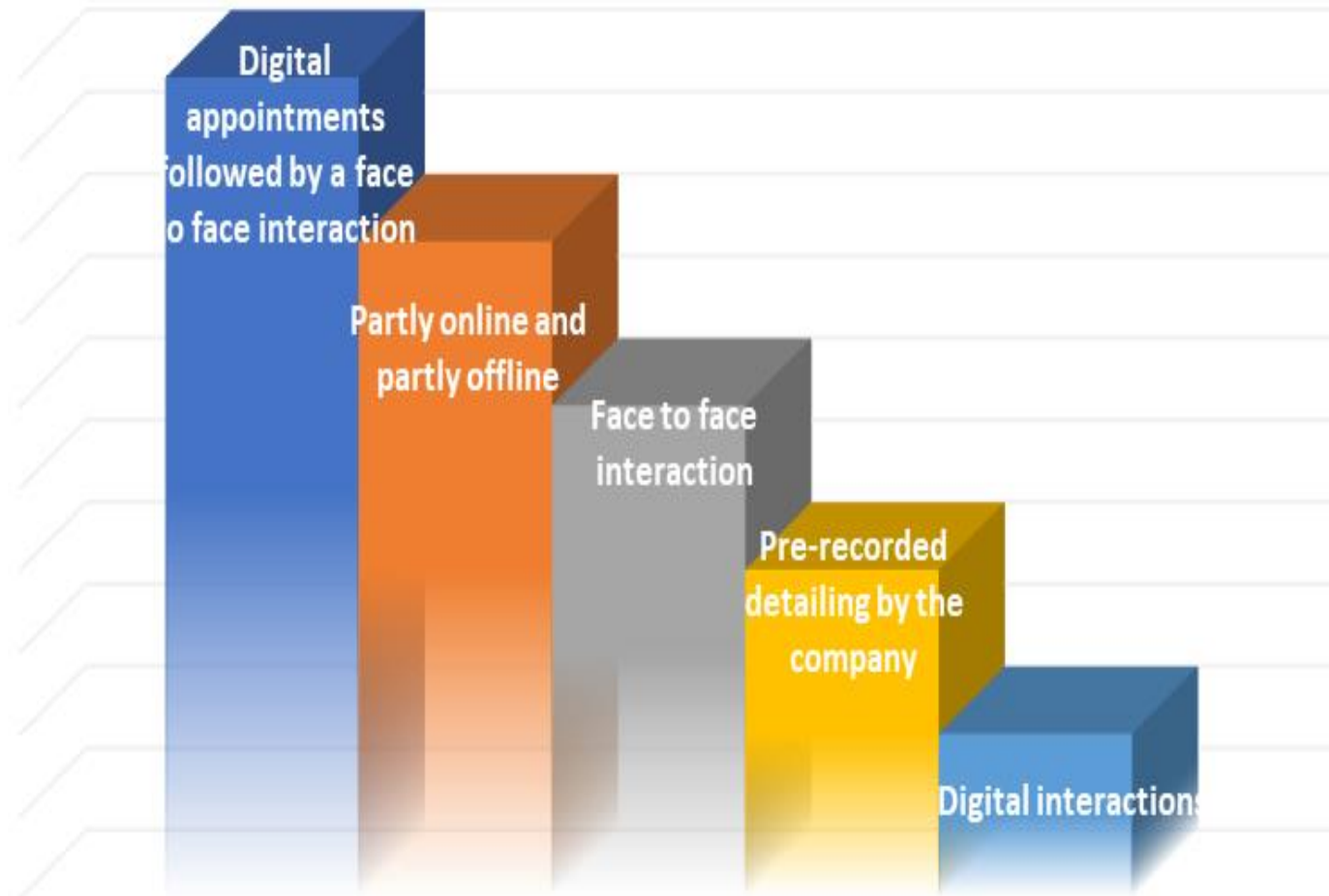
- Alternates to engage customers currently



- 11-30% allocation of time and investment is to be expected for digital marketing.
- Aged individuals prefer face to face interaction while younger generation prefers to have digital consultation with the physicians.
- Best way to pitch products other than face to face interactions



Preferred medium of interactions post COVID



CONCLUSION

- 25-50% decrease in the hospital visits by the patients as the result of fear of exposure to infection by the patient due to which majority of the doctors have started digitally consulting their patients.
- Mostly followed medium for digital consultation and reason.
- Advantage and disadvantage of digital consultation.
- Physicians expect the pharmaceutical companies to develop digital tools that best helps their patients to comprehend the treatment plan when consulted digitally but the most preferred medium of patient consultations as said by physicians is to have face to face consultation in the future.
- Tool for comprehension of treatment by patient and online platform management.
- Physicians prefer to have meeting with pharmaceutical professionals twice a month with well trained professionals with good communication skills who has adequate technical skills and who can briefly explain about the product.

- The pharmaceutical professionals survey reveals that the major challenge faced by the organization to engage physicians during the lockdown was getting appointments with physicians followed by physicians using COVID as an excuse to not to give appointments for meeting with professionals.
- 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, according to the professionals and a vast majority of them are expecting the optimization of field force in the near future.
- When the preferred mode of meeting is to have face to face consultation, the professionals also expect that 11-30% of face to face interactions with physicians will be largely replaced by digital meetings.
- Optimization of field force.
- Digital appointments followed by face to face interactions are preferred by pharmaceutical professionals.

RECOMMENDATIONS

- Study should be conducted with larger sample size to get more appropriate results.
- The physician study has to be focused and in-depth analysis focusing the geographical location, age, gender and specialties might open up a new perspective to the study.
- Addition of open-ended questions in the survey might give a new dimension to the study as the respondents are not forced to choose one from the given options.
- Qualitative surveys like group discussions, personal interview etc., will include and answer a lot of puzzled and unanswered questions along with the reasons why the respondent chose the particular option in the survey.

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ONLINE COURSE REPORT

COURSE TITLE- DIGITAL ANALYTICS FOR MARKETING PROFESSIONALS

OBJECTIVES OF THE COURSE

- Gain an understanding of the motivations behind data collection and analysis methods used by marketing professionals.
- Learn to evaluate and choose appropriate web analytics tools and techniques.
- Understand frameworks and approaches to measuring consumers' digital actions.
- Earn familiarity with the unique measurement opportunities and challenges presented by New Media.

COURSE CONTENTS

- Module 1: Course Overview and Digital Influence on Marketing

Lesson 1 – The day the geeks took over

- Module 2: Basics of Web Analytics

Lesson 2 – The basics of web analytics

Lesson 3 – An introduction to web analytics tools

- Module 3: Basic Analytics Techniques and the Data

Lesson 4 – Where it all begins

Lesson 5- Consumer brand relationship

- Module 4: Promise and Pitfalls of Digital Data

Lesson 6 – Data, data everywhere

Lesson 7 – New media – new opportunities and new dangers

KEY LEARNINGS FROM THE COURSE

- Four Digital epochs
- Dramatic growth of web analytics
- Three step marketing model
- Brinker's marketing technology landscape
- Data sources to be considered for analysis and decision making
- Inverse relationship between ease of data availability and value
- How cookies and tags are used to grab the information?

- Marketing analytics tools for different sized organizations
- Marketing tools for various problems brands face
- ‘No tool is ever important as the analyst behind the tool’
- Consumer decision process in the digital era
- Consumer Decision Journey (CDJ) with examples
- Key channels used by marketers to persuade consumers to develop relationship between brands
- How each channel has a role in creating relationships?
- Bias and manipulation of data – the two key challenges
- Strategies and pitfalls of analytics
- Opportunities and challenges offered by new media

Thank
you