

Impact of promotional materials given by pharma companies in dental segment, current needs and the way forward



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INTRODUCTION

The orthodontic market is expected to grow at a 11.7% from 2018 to reach \$6,035 million by 2023.

The increase prevalence of Malocclusion and growing awareness about advanced orthodontic treatments and growing number of orthodontists are the key factors driving the growth of this market. Adoption of advanced modalities and treatment planning software are expected to increase the number and quality of orthodontic treatments which in turn drive the market growth

According to Fraternity of dentist, there are more than 29000 oral care delivery organizations in India by year 2018., which is expected to increase to more than 42,000 organizations by 2020.

Thus the rising number of dentist and growing number of orthodontics clinics expected to drive the adoption of orthodontics market of products.

RESEARCH QUESTION

- Which promotional strategy has the most significant impact on prescription?
- What type of promotional items dentists prefer the most ?
- What are the most commonly used promotional tools dentist generally encounter ?

About The Organization- GROUP PHARMACEUTICALS LIMITED

Group Pharma is an innovative pharmaceutical company having 38 years of proven expertise in dental and oral care. They develop, manufacture, market and export a wide range of niche oral hygiene products. Their facilities are ISO certified. WHO cGMP compliant which enables them to develop and manufacture for large multinational companies. The marketing strategy they are currently using are Catalogue, Affiliate, Traditional and Field Marketing.

- Headquarters : Bangalore, Karnataka
- Year Founded 1980
- Company Type : Public Company
- Size : 600+ employees
- Specialties : Dental and Oral Care Manufacturers, & Marketing of Dental care and Healthcare Products & Pharmaceuticals.

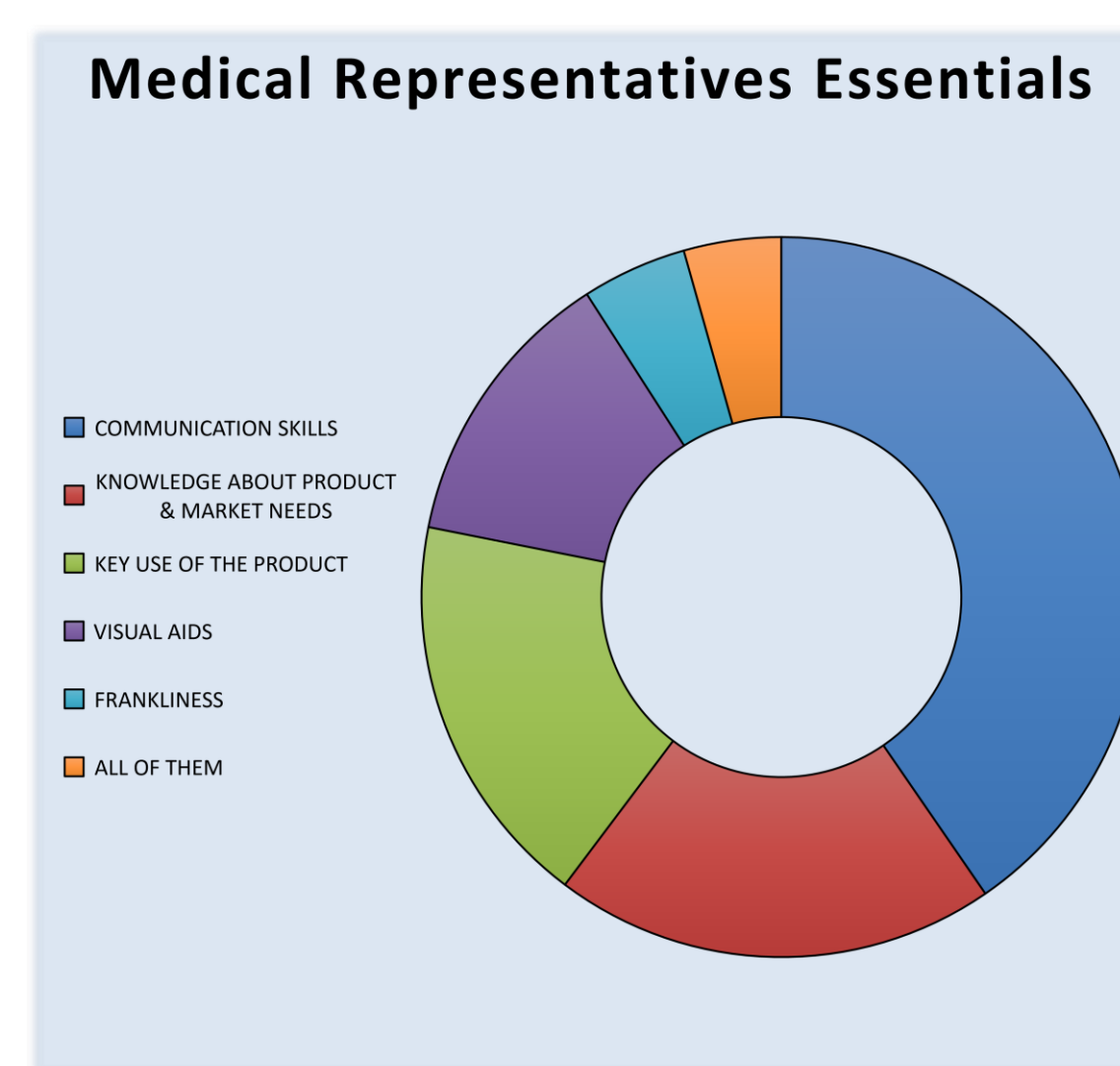
OBJECTIVES

- To understand the impact of in clinic promotional material.
- To understand the effect of promotional material on brand prescription.
- To study what type of promotional materials dentists, prefer and their current needs.
- To study and evaluate what type of promotional material pharma companies are using maximum.

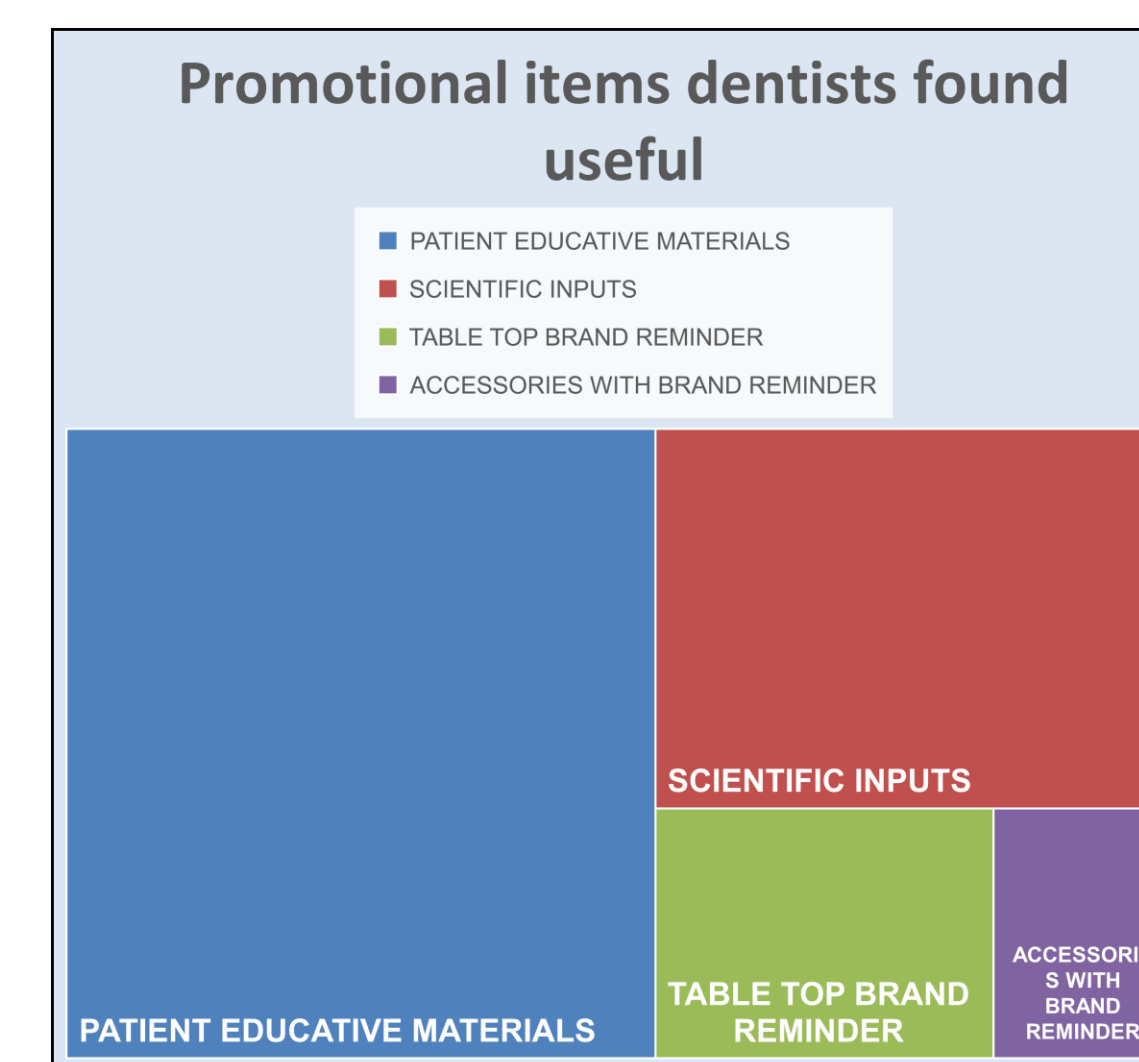
INTERPRETATION AND KEY FINDINGS



It is observed that product sampling is the most effective and welcomed promotional strategy to create an impactful brand awareness.

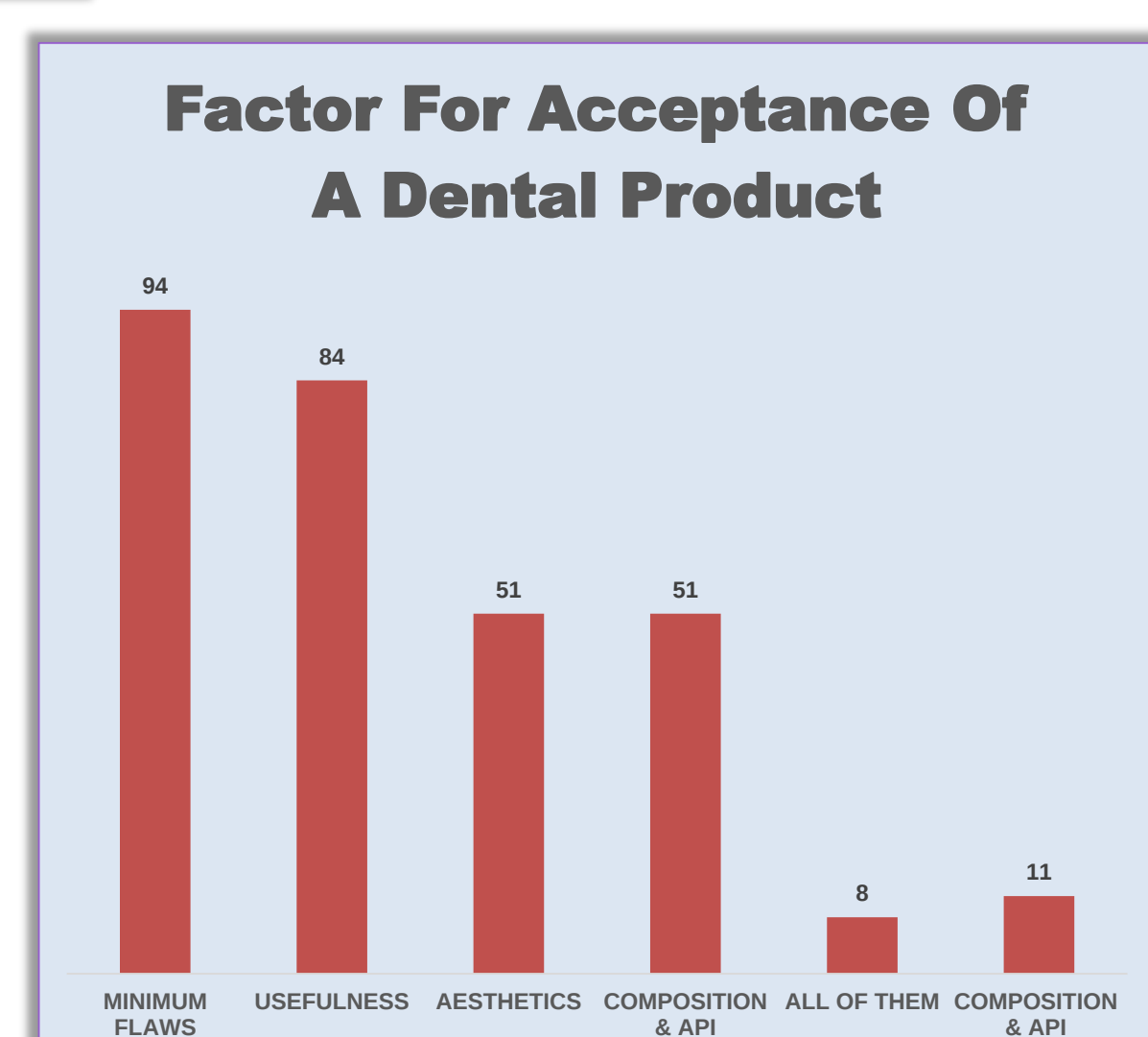


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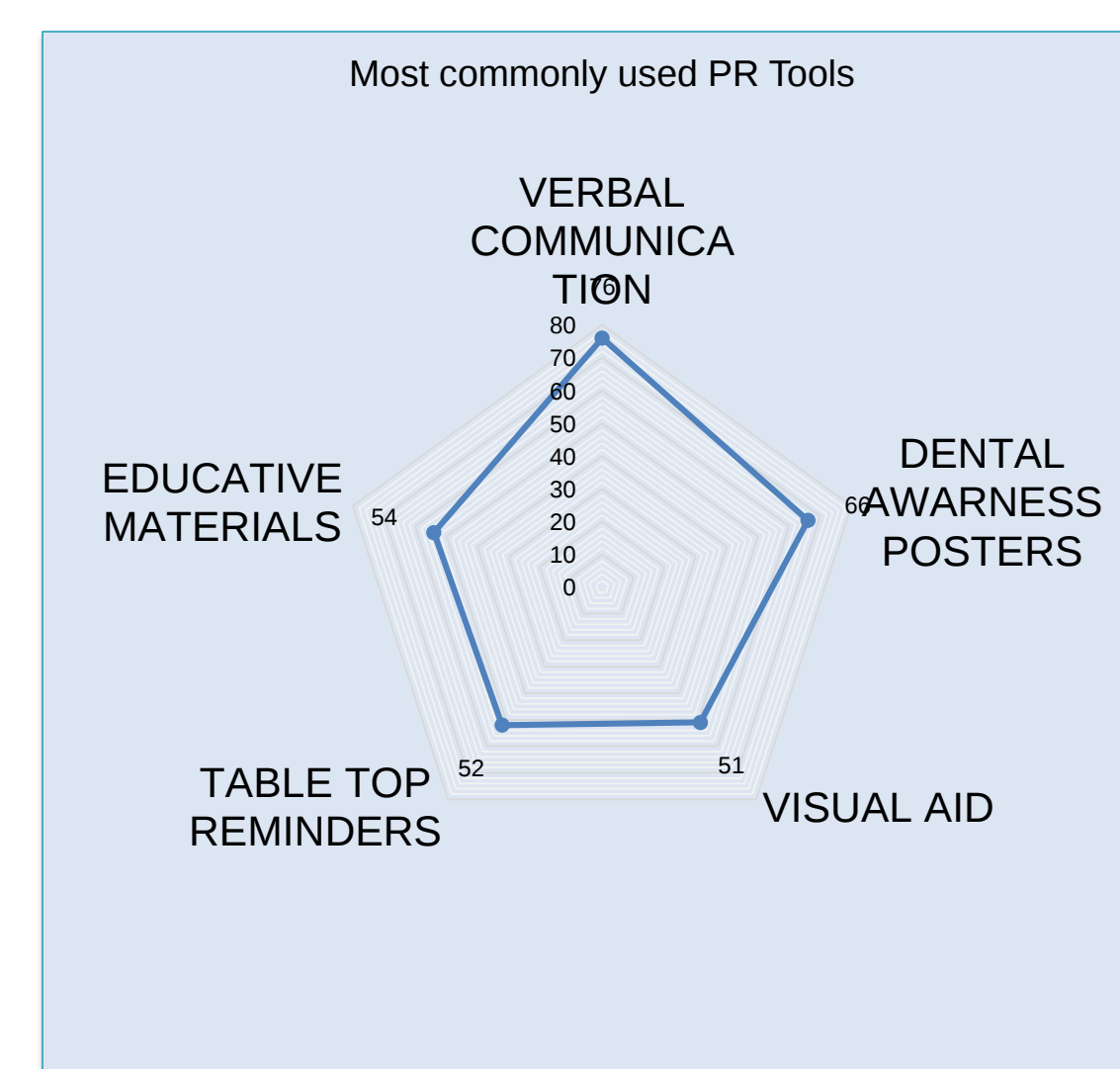


Dentist consider patient educational material as the most worthy and useful amongst other promotional items

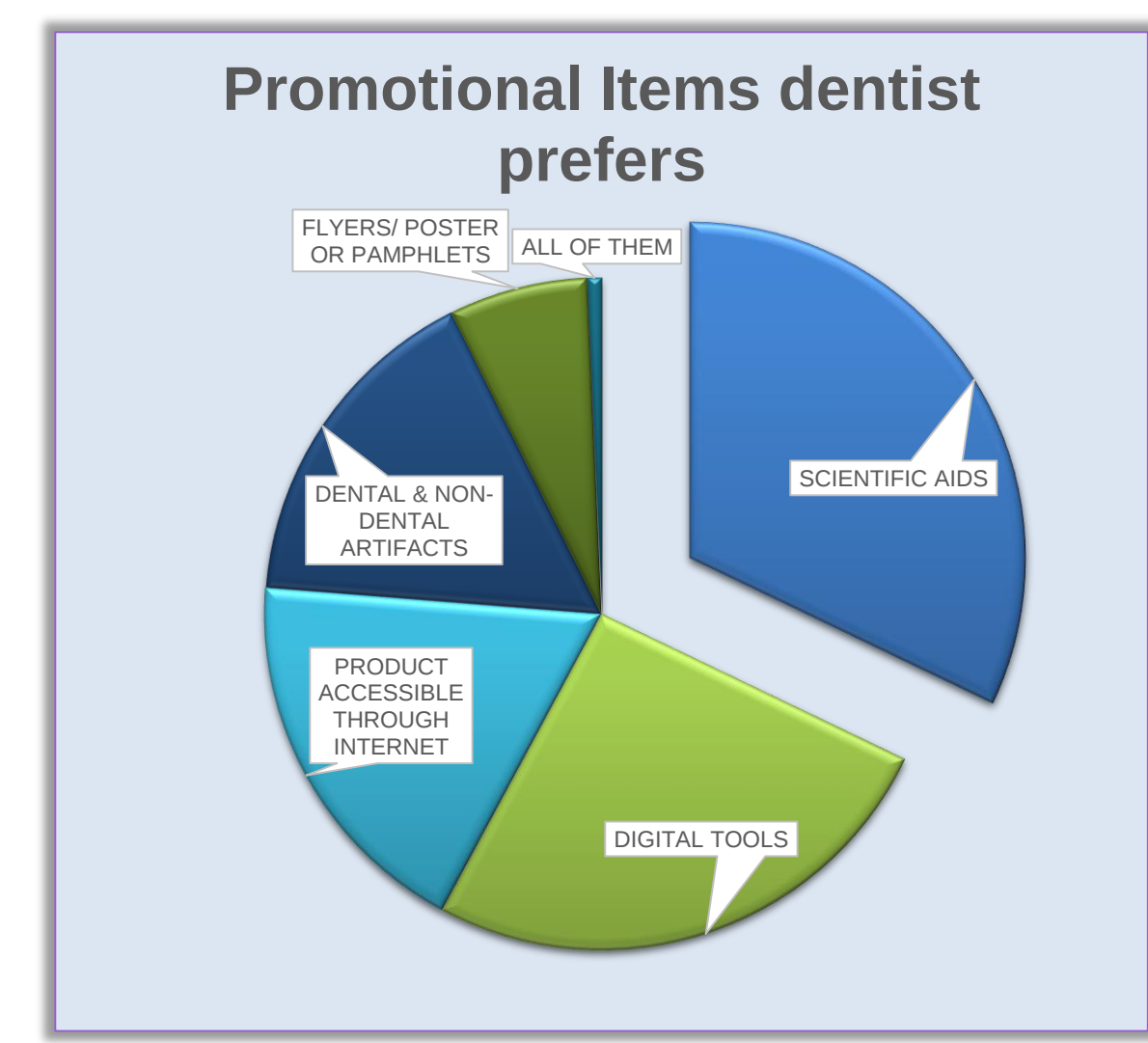
The medical representative's proficiency in communication & knowledge about product & market needs are the qualities highly regarded by the dentist.



According to dentist, the most common promotional tools used by various pharmaceutical companies to influence them are verbal communication and dental awareness poster



The promotional items that dentist personally prefer are scientific aids and modern digital tools.



METHODOLOGY

Study Type: Descriptive cross-sectional study

Study Area: Surat

Duration of Study: Two Months (from 1st April To 31st may)

Data Collection Tool: Questionnaire, Survey

Mode of Data Collection

Primary Data-Interviewing Dentists

Sample Size: Sample size for interview was 300 dentists

Research Approach: Qualitative & Quantitative Research

Sampling Technique: Purposive Sampling

Data Analysis tool-

The data was analysed using MS Excel

CONCLUSION

This study concludes on the basis of statistics clearly reveal that the traditional promotional medium fails to cater significant interest for a long lasting impression and new age technologies used for product promotion have began trending.

RECOMMENDATIONS

- Better product portfolio for online marketplace
- To enhance the outreach of products and increase sales of products following recommendations are made.
- Personalized marketing
- Consumer and customer behaviour analysis
- Effective communication extensive and vigorous training programme
- Online advertising and brand promotion
- Use of digital promotional tools
- Brand and product reminders
- Video presentation of products
- Newsletter (with dental updates)
- Free product sample for medical store and dentist

SWOT ANALYSIS

STRENGTH

- Developed and launched many first time products.
- World class manufacturing hub
- Manufacturing as per cGMP
- Quality of product ensured
- Product pricing
- Benefited UR to low cost and high price sensitivity of consumers.
- Easily accessible and affordable to all
- Strong R&D focus and exploring new markets

OPPORTUNITY

- Improvement in distribution network & brand building with growing awareness and modernisation, the demand for its products is bound to rise.
- Increase demand for quality healthcare solutions
- Make use of available resources to create sustainable solutions in regional business
- Related diversification into growing categories
- Increasing health awareness, including awareness about healthcare needs

WEAKNESS

- Weak portfolio of products compared to global giants designed for specific segments.
- Strong competition from international and domestic giants means limited market share growth
- High employee force of competitors
- Forecasting done on technological level is less
- Marketing is not robust
- Operate in limited segment
- Lacking information in technology and business
- Limited presence

THREAT

- Intense and increasing competition amongst other companies
- Increasing obsolescence of technology
- Competition from peers
- Competitors have stronger workforce.