

Summer Training Report Presentation

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- **A STUDY TO EVALUATE E-DETAILING
AS AN ACCEPTABLE AND EFFECTIVE
PHARMACEUTICAL MARKETING
COMMUNICATION TOOL
(esp. during Covid period)**

Table of Contents

Sr. No	Content
1	Abstract
2	Research Objective
3	Research methodology
4	Conclusion
5	Part-2(Online course)

PURPOSE OF STUDY

- The overall purpose of study is to understand and evaluate the acceptability and effectiveness of Pharmaceutical E-detailing in view of healthcare professional (HCP) and pharmaceutical professionals (MR) in COVID-19 pandemic situation.

ABSTRACT

Electronic detailing or E-detailing is defined as use of electronic and interactive media to facilitate sales presentation, increase customer engagement and enable better service to healthcare professional and other stakeholders. Pharmaceutical Professionals are facing dozens of challenges on the field, like how to deliver effective and productive information to their customer in given limited and little time. To overcome these challenges pharmaceutical companies are trying to upgrade their marketing platform by devising new online customer engagement strategies. Moving graphics and video are used to capture the attention of Healthcare Professionals (HCPs). As the current ongoing COVID crisis has forced the pharmaceutical companies to adopt online mediums for their pharmaceutical drug promotion and hence this study tries to explore the opportunities, *challenges* and most importantly the *perceptions* of the Healthcare and Pharmaceutical professionals towards these online mediums. The study also investigates further the “*time*” given by HCPs to the pharmaceutical professionals for their *Online product promotion* mediums as during *Offline promotion* the time allotted by HCPs to pharmaceutical professionals was less than a minute. This is the qualitative study of HCPs (n= 100) and Pharmaceutical Professionals (n=122). The variables in the questionnaire were suggested by senior pharmaceutical industry leaders during their telephonic interview for the evaluation of e-detailing. The overall findings of the study evaluates and understand the acceptability, effectiveness and perceptions towards E-detailing and online pharmaceutical drug promotion mediums of HCPs, and Pharmaceutical field sales professionals of pharmaceutical industry.

RESEARCH OBJECTIVE

- The survey instrument was designed keeping in view the following objectives to be measured:
- To evaluate the acceptability and effectiveness of e-detailing among Healthcare Professionals (HCP's).
- To evaluate the acceptability of e-detailing among Medical Representatives using iPads/Tablets for product promotion and understand the benefits and challenges of e-detailing.

RESEARCH METHODOLOGY

- This is a qualitative study and exploratory in nature.
- In this study opinion of 122 Medical representative and 100 Doctor's pan India were taken in to consideration. Purposive sampling was used. As the major criteria for the sample inclusion was complete lockdown in the geographical territory. It was predetermined that respondents in this study will be especially from those locations where complete lockdown is imposed by the government officials to fully understand the importance of digital promotion and impact of restrictions of physical interaction with HCPs.

- The survey was done online between April 2020 to June 2020 during corona pandemic situation. This study is completely new; as pretested structured survey instrument/ questionnaire was not available. The design of questionnaire and construct considered were discussed with senior marketing and sales leaders of pharmaceutical organizations and based on their recommendations and further their adaptability, working condition, marketing promotion and sales promotion method the variables were opted. Further, during questionnaire formation, other variables such as customers opinion, advantages, drawbacks, ease of use, service delivery and problems faced by medical representative were kept in mind and taken into consideration. The questions were multiple choice questions and ranking order questions. The data was collected, tabulated and analyzed using SPSS 22 version.



On the basis of above qualitative survey findings once easily deduced that online digital promotion has started gaining acceptance from the HCPs. Among digital promotion, online e-detailing has certainly knocked the doors and to some extent HCPs has shown its acceptance too. E-detailing especially, the format of online face -to-face detailing and personal visit + digital online promotion is the most acceptable format and HCPs have appreciated this. E-detailing is more interactive and is highly acceptable by HCPs. But its full usage is not yet experienced , as lot of regulatory frameworks need to be addressed and there is a lack of uniformity among the technology providers too

- **The other factors which lead to the success of the adoption of e-detailing at a large scale is primarily the operation capabilities and training to the pharmaceutical professionals, in case if e-detailing needs to be taken as a major marketing tool**
- **The brand exposure to the HCP's ,whether it is online or it is offline, the number of products exposure per interaction remains the same, and there is no change in any of the period, whether it is pre-covid or even during the covid.**

- **As desired by the customers, e-detailing is undoubtedly a better tool to promote product in shorter time. Though it is more interactive but does not impact on prescription behaviour of HCPs. There is similar output observed in gender wise data like they both believe that drawback of e-detailing is its being time consuming. If seen from the point of view of age, it is found that Doctors who are less than five years' experience, they like the morning and doctors with more than fifteen years' experience like to engage with MR in evening**
- **Although, the mandate is still not clear, as expressed and desired by the HCPs, there is still a belongingness towards the personal visit/face-to-face interaction, and that too at both the platforms-online and offline, and even the combination of personal visit + digital promotion is the most preferred option by the HCPs**

PART-2

BRAND IDENTITY AND STRATEGY

BRANDING

POWERPOINT TEMPLATE



COURSE DESCRIPTION

- The course is delivered by Rhodes Scholar winning Professor, Dr Maria Eizaguirre, a member of IE Business School's faculty.
- This course is very helpful to adopt creative approach and empowering brand.

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- The journey of this course starts with the understanding What actually the brand is and how can we build it effectively, simultaneously it explores segmenting appropriate customers. This course beautifully explains, A brand is consumer experience which creates fundamental to long term growth and starts with promise of a brand.
 - The author explicated the different types of Brand Pillars and key components of brand health. It determined the strategy for introducing a brand with Rational positioning and Emotional touch of branding to design a brand with expressions of company strategy.

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- The course explores positioning and its importance to successful brands looking at perceptual maps and the well-known iceberg model. It culminates in development of real brand houses, which can be applied to the working world, and how picking the right name, colors and logo can be instrumental to a brand's success. This course found creative and interesting as well due to in depth knowledge of branding in simple ways.

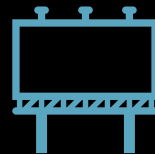
OBJECTIVES



To understand a brand and how it built



To identify consumer insight as the future brand strategy.



To understand elements of segmentation and positioning of a brand.

LEARNING METHODOLOGY

Video
lecture

Assignments

Reading
material

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Key learning from the course

From the course we understood the

- Brand building and its components with the help of Iceberg model.
- Customer insights for the need.
- Brand positioning with their key elements and segmentation process
- Brand strategy as per future aspects
- Understands the consumer prospects towards market as well as on brand

