

E-DETAILING AS AN EFFECTIVE PHARMACEUTICAL MARKETING COMMUNICATION TOOL: VIEWS OF HEALTHCARE PROFFESIONALS (HCP's), MEDICAL REPRESENTATIVES AND DIGITAL MARKETING MANAGERS OF MUMBAI CITY.



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OBJECTIVES

- ◆ To evaluate the acceptability and effectiveness of e-detailing among Healthcare Professionals (HCP's) of Mumbai city.
- ◆ 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.
- ◆ To evaluate the effectiveness of e-detailing in product promotion and understand benefits and challenges faced by digital marketing managers of pharmaceutical organisations in implementing e-detailing.

METHODOLOGY

Study Design: Cross-Sectional Surveys

Sampling Method: Doctors: Convenience Sampling

Medical Representatives/Digital Managers: Non-Probability Purposive Sampling

Sample Population: Doctors, Medical Representatives and Digital Managers

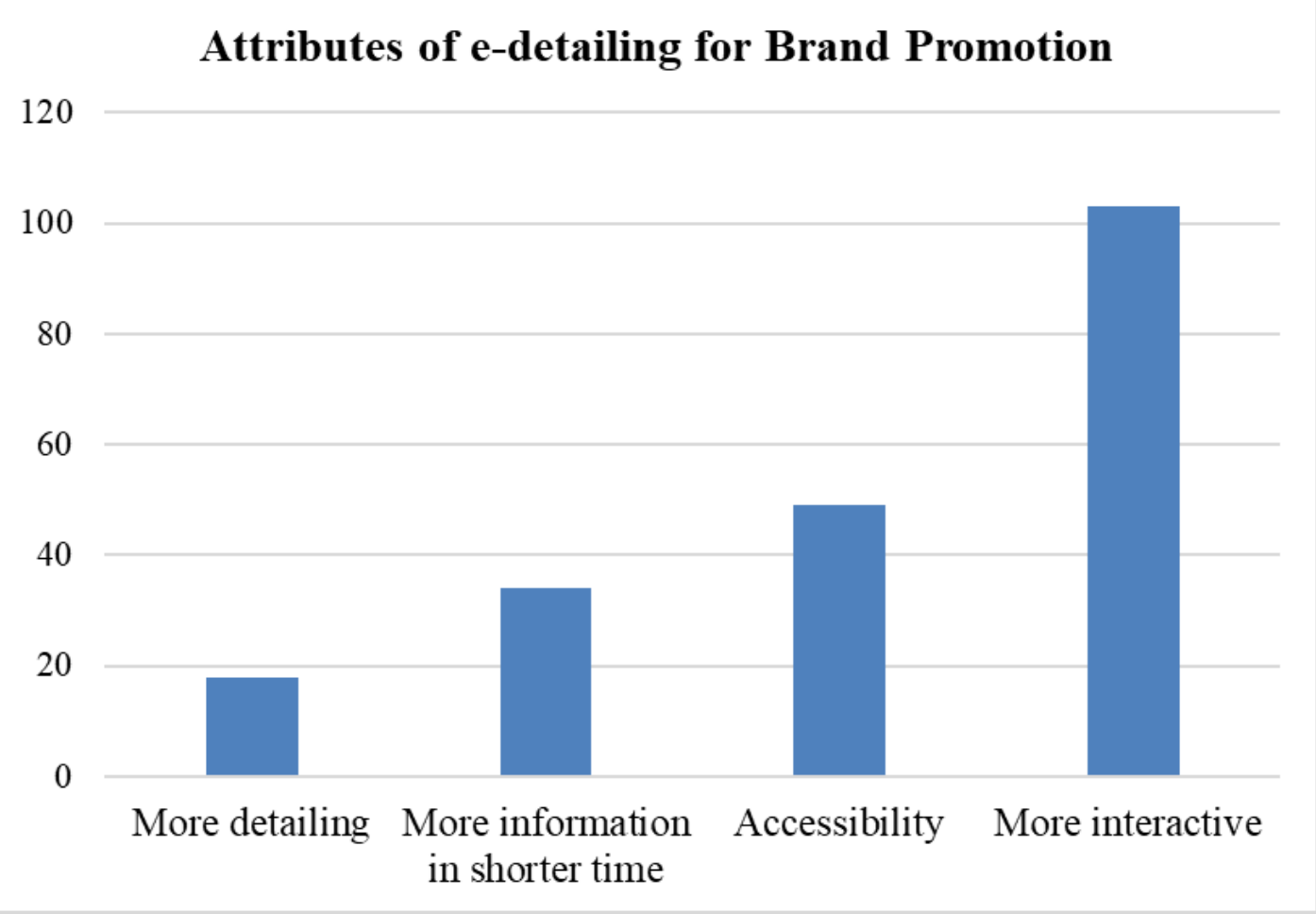
Sample Size: Doctors: 230; Medical Representatives: 180; Digital Managers: 16

Sample Area: Mumbai City

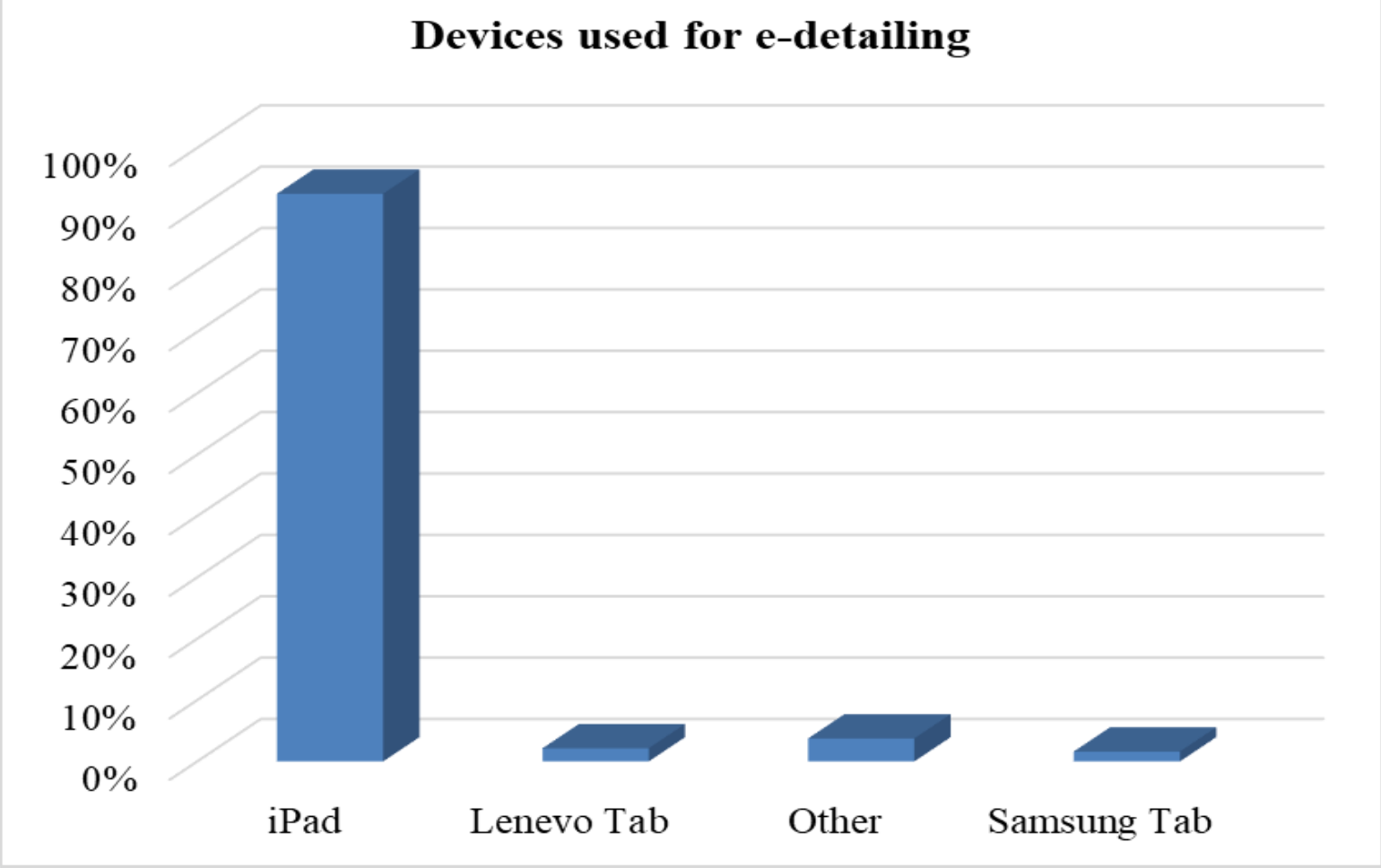
Time Period: 60 Days

Data Collection: Separate Survey Questionnaires were used to collect data from Doctors, Medical Representatives and Digital Managers.

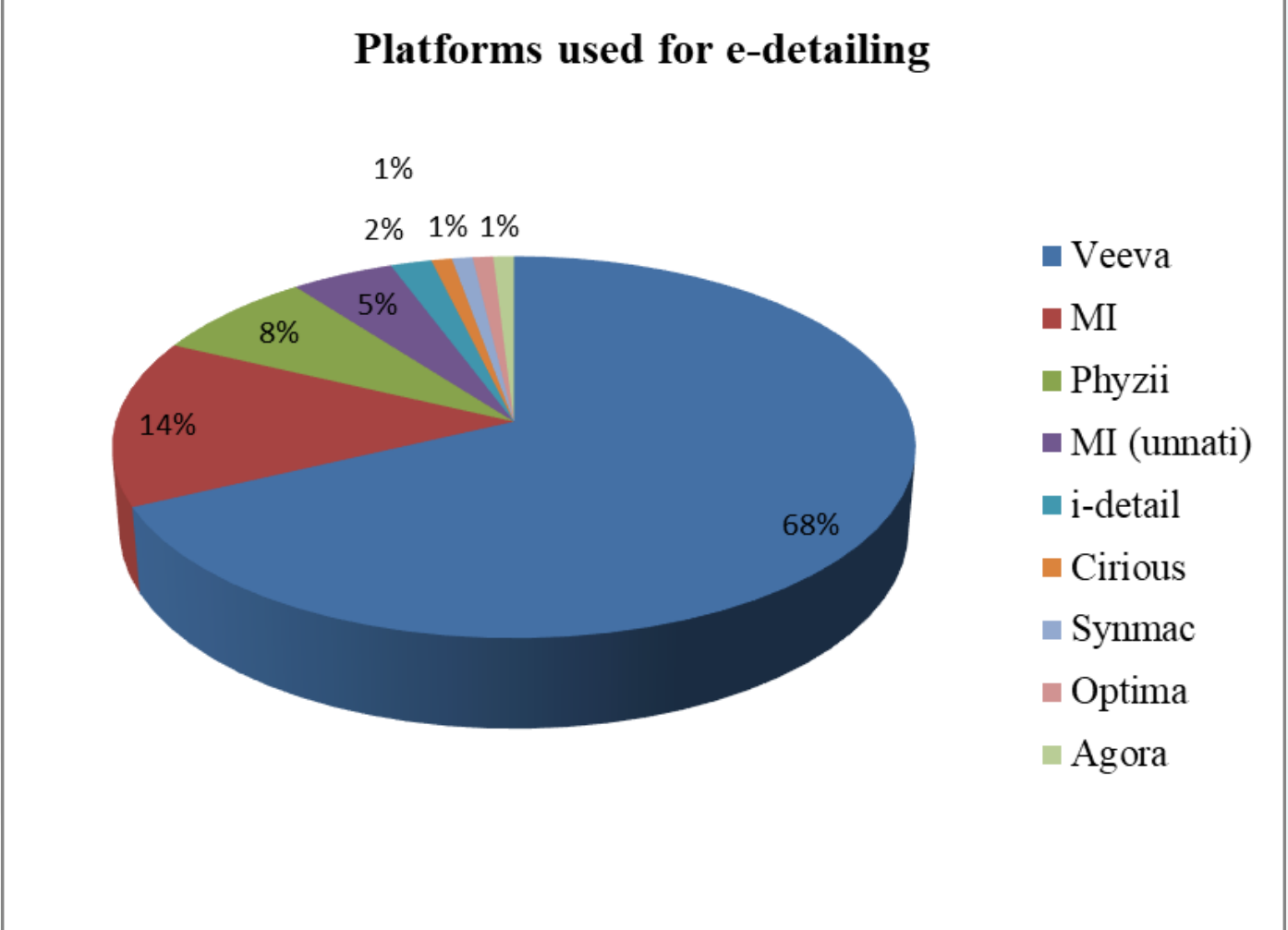
MR RESEARCH FINDINGS



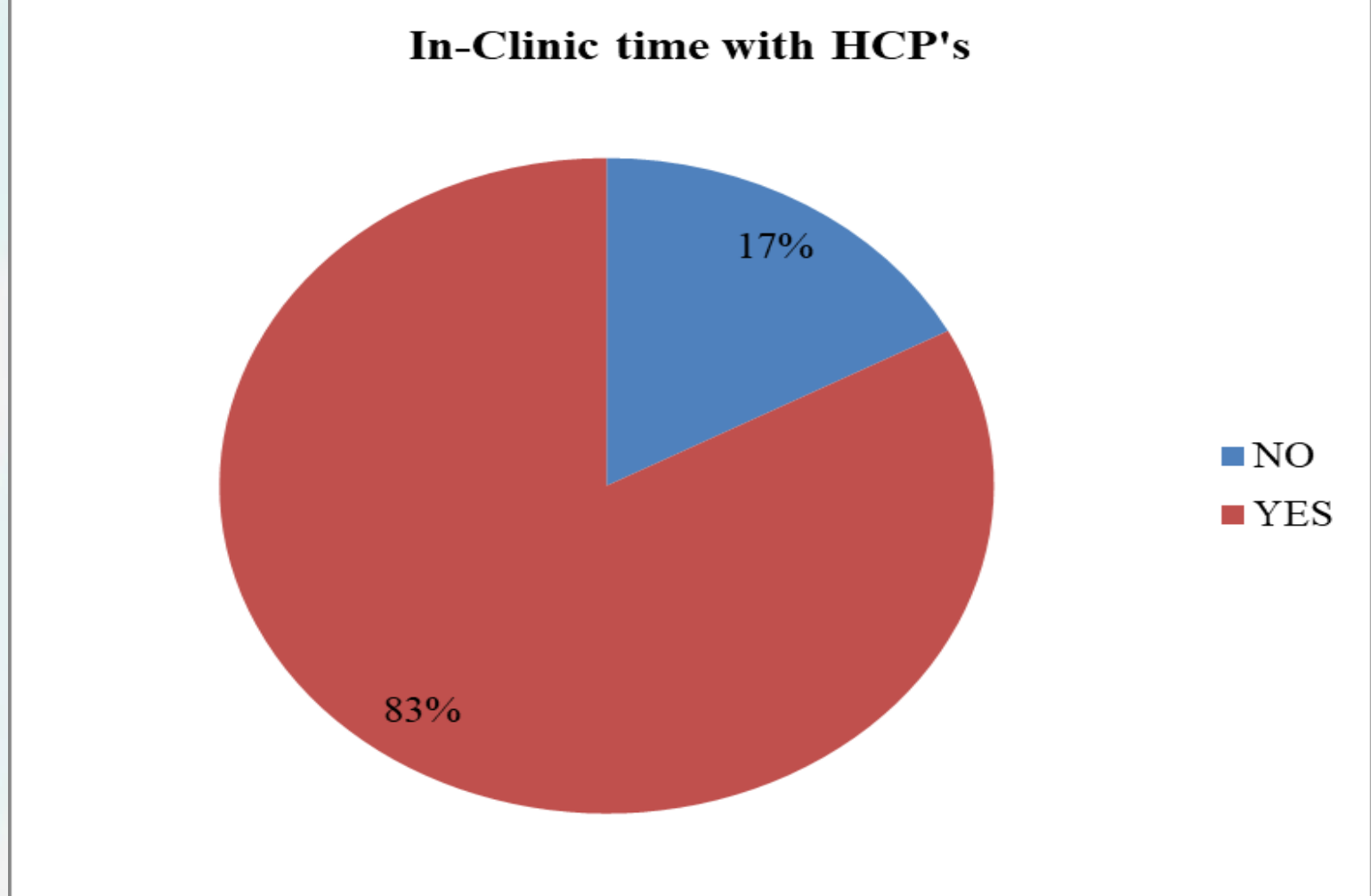
103 Medical Representatives have responded that e-detailing is more interactive and helps in Brand Promotion.



93% of Medical Representatives have responded that they use iPads for e-detailing in

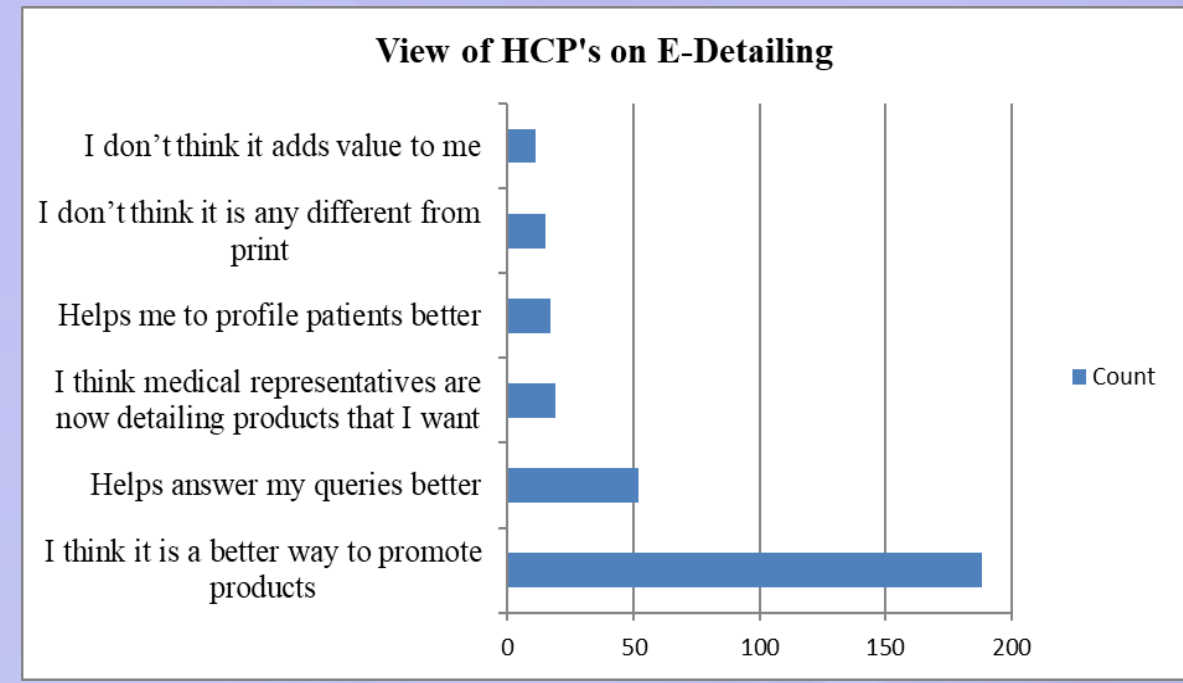


68% of Medical Representatives have responded that they have Veeva installed in their device as a platform for e-detailing.

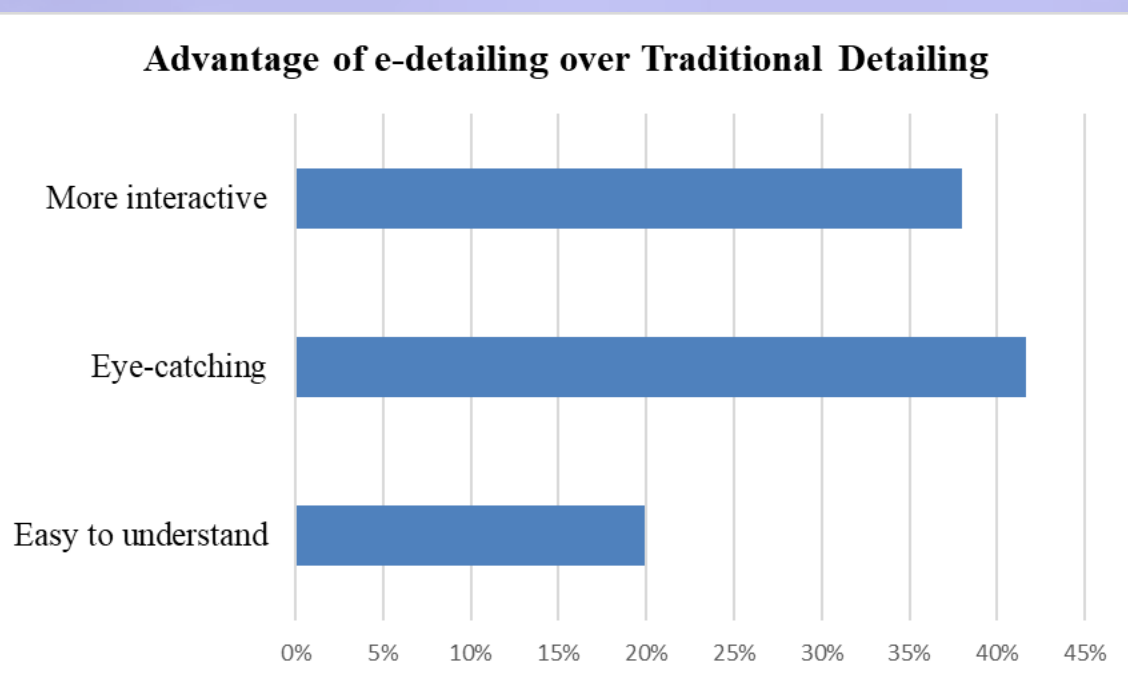


83% of Medical Representatives have responded that e-detailing has increased the in-clinic time with HCP's.

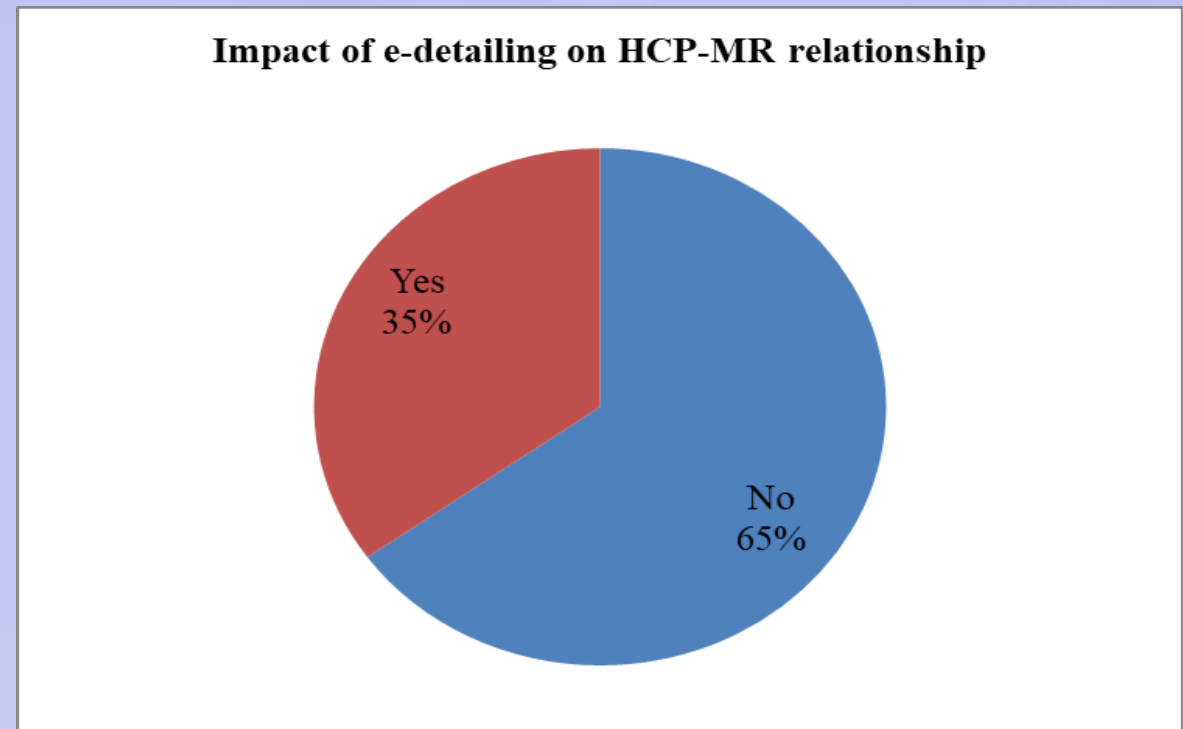
HCP RESEARCH FINDINGS



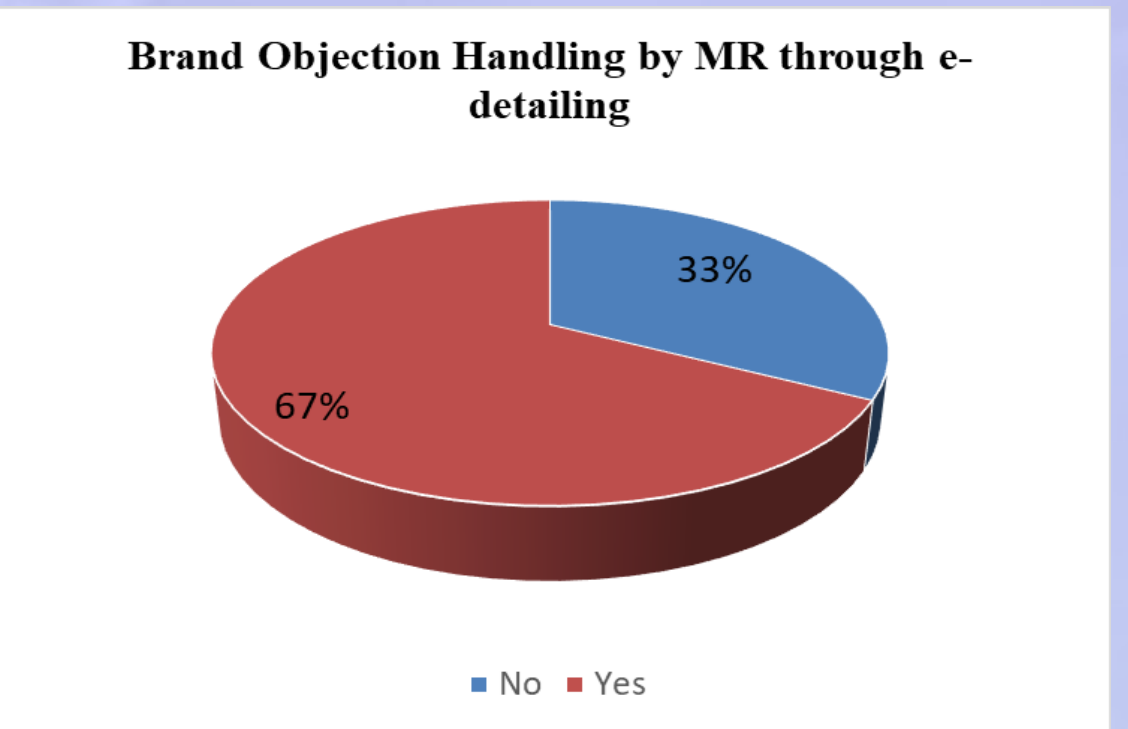
E-Detailing as a better way of product promotion is perceived by majority of HCP's.



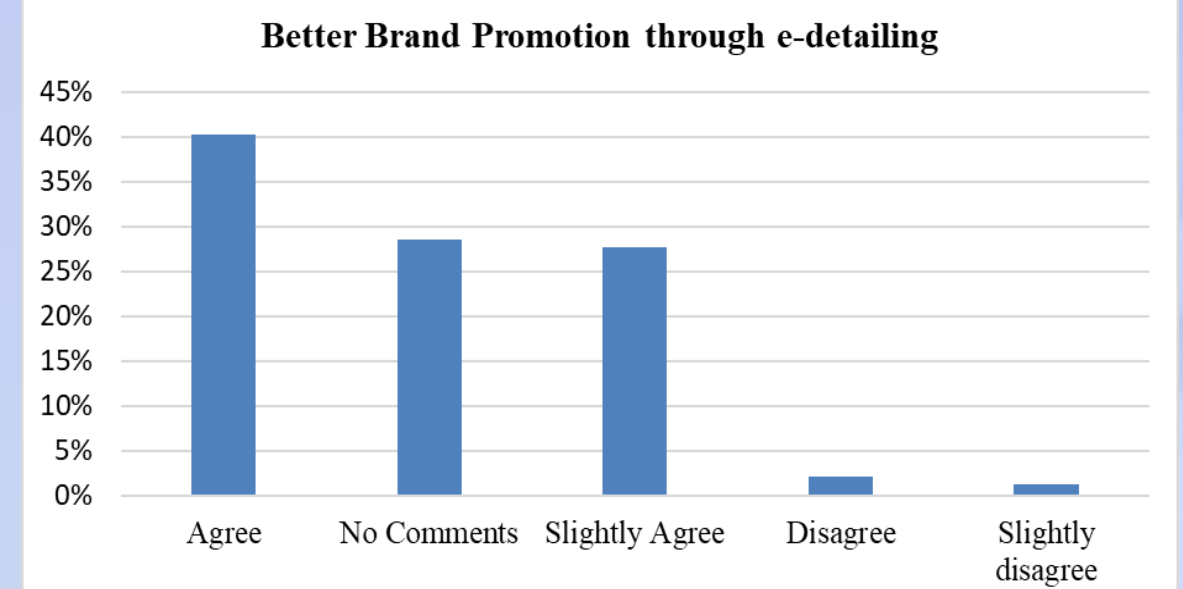
42% of HCP's have responded that e-detailing is more eye-catching when compared to Traditional Detailing.



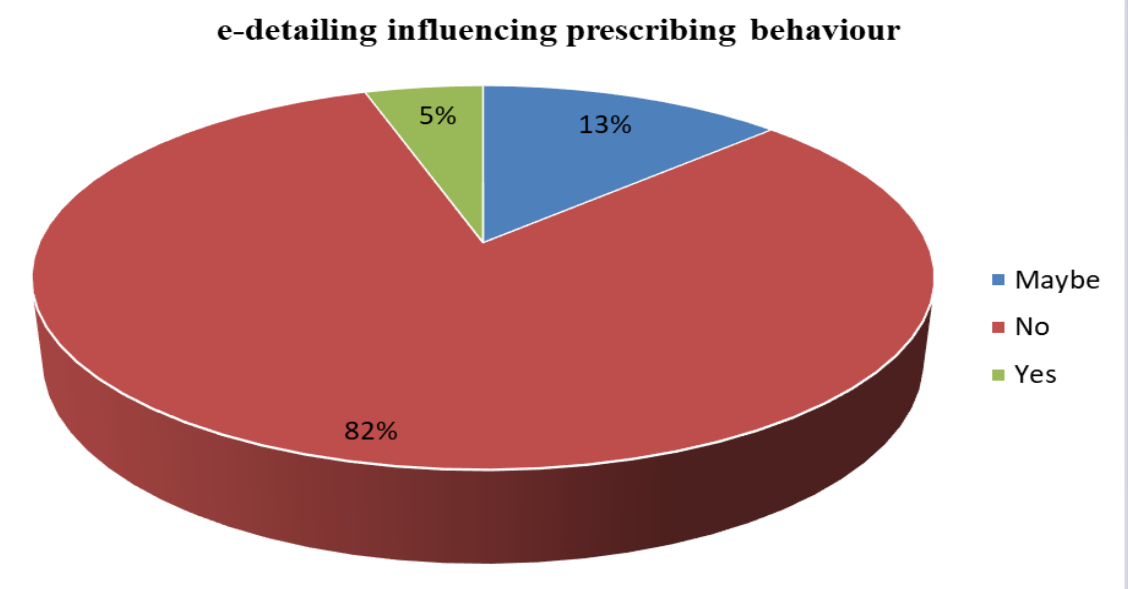
65% HCP have responded that e-detailing does not create any impact on their relationship with the Medical Representatives.



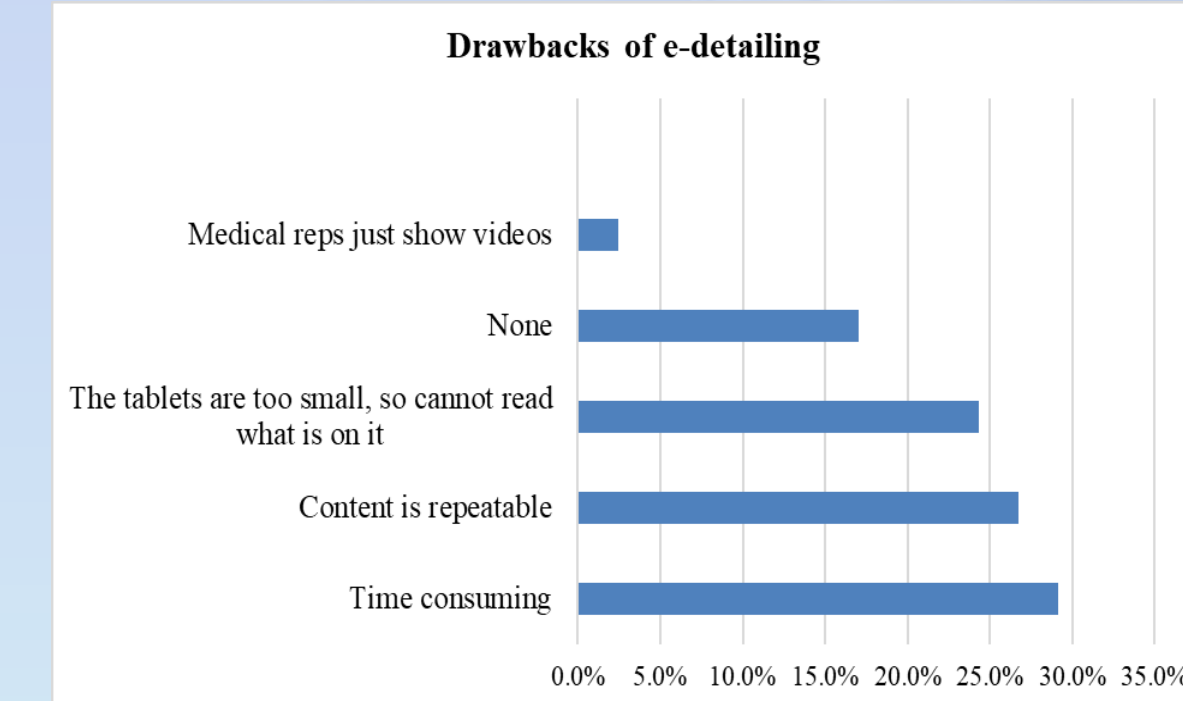
67% of HCP's have responded that Medical Representatives are now better able to handle objections through e-detailing.



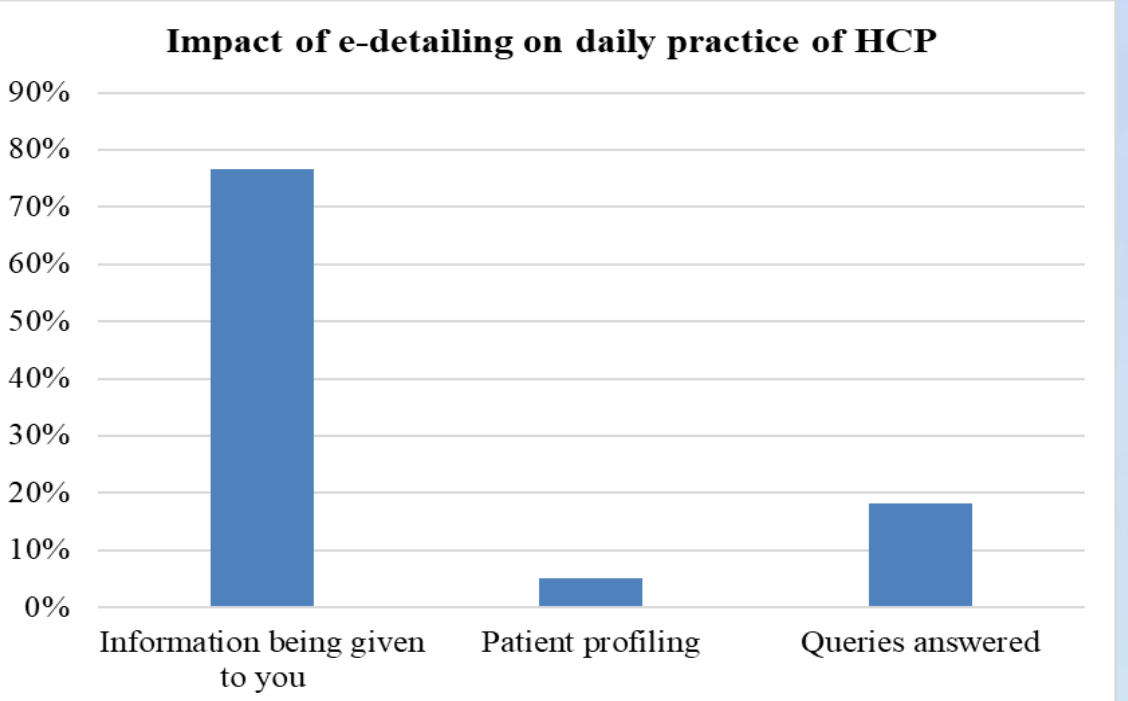
41.3% of HCP's have agreed that MR's are better able to promote their brands through e-detailing.



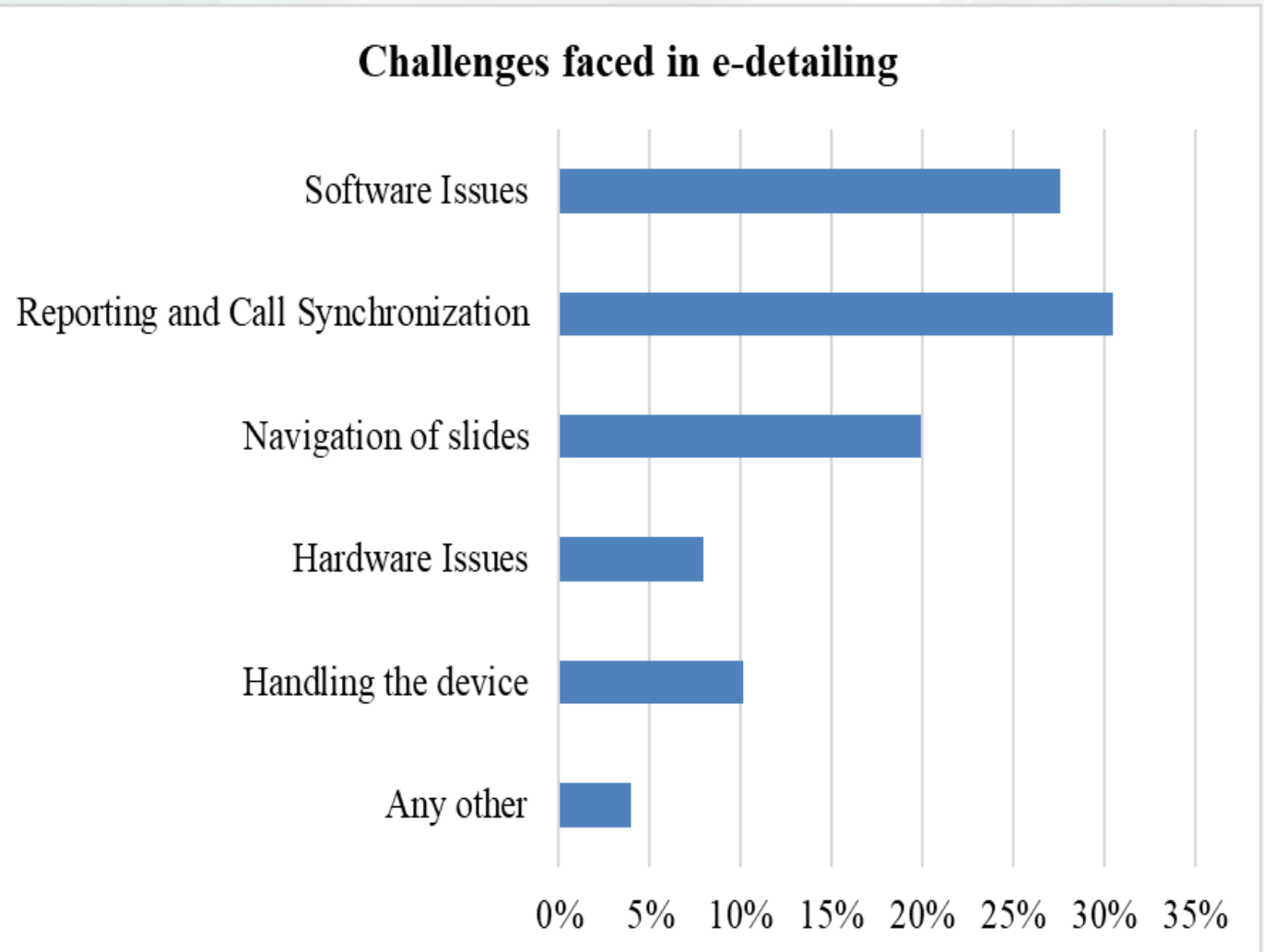
82% of HCP's have said that e-detailing does not influence their prescribing behaviour.



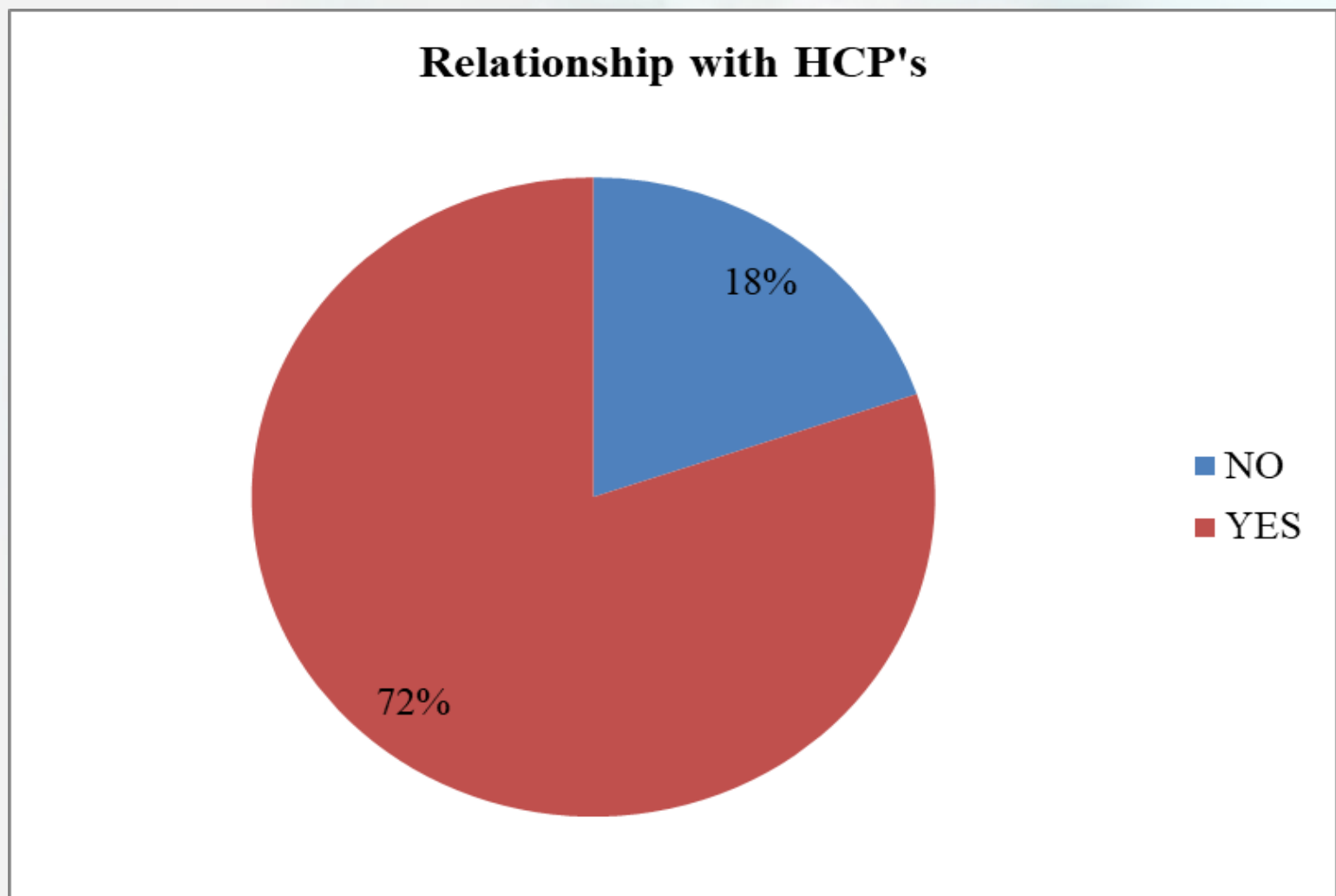
29.2% of HCP's have responded that the major drawback of e-detailing is that they are too time consuming followed by 26.7% HCP's who said the content is repeatable.



77% of HCP's have responded that e-detailing creates an impact in a way the information being given to them.

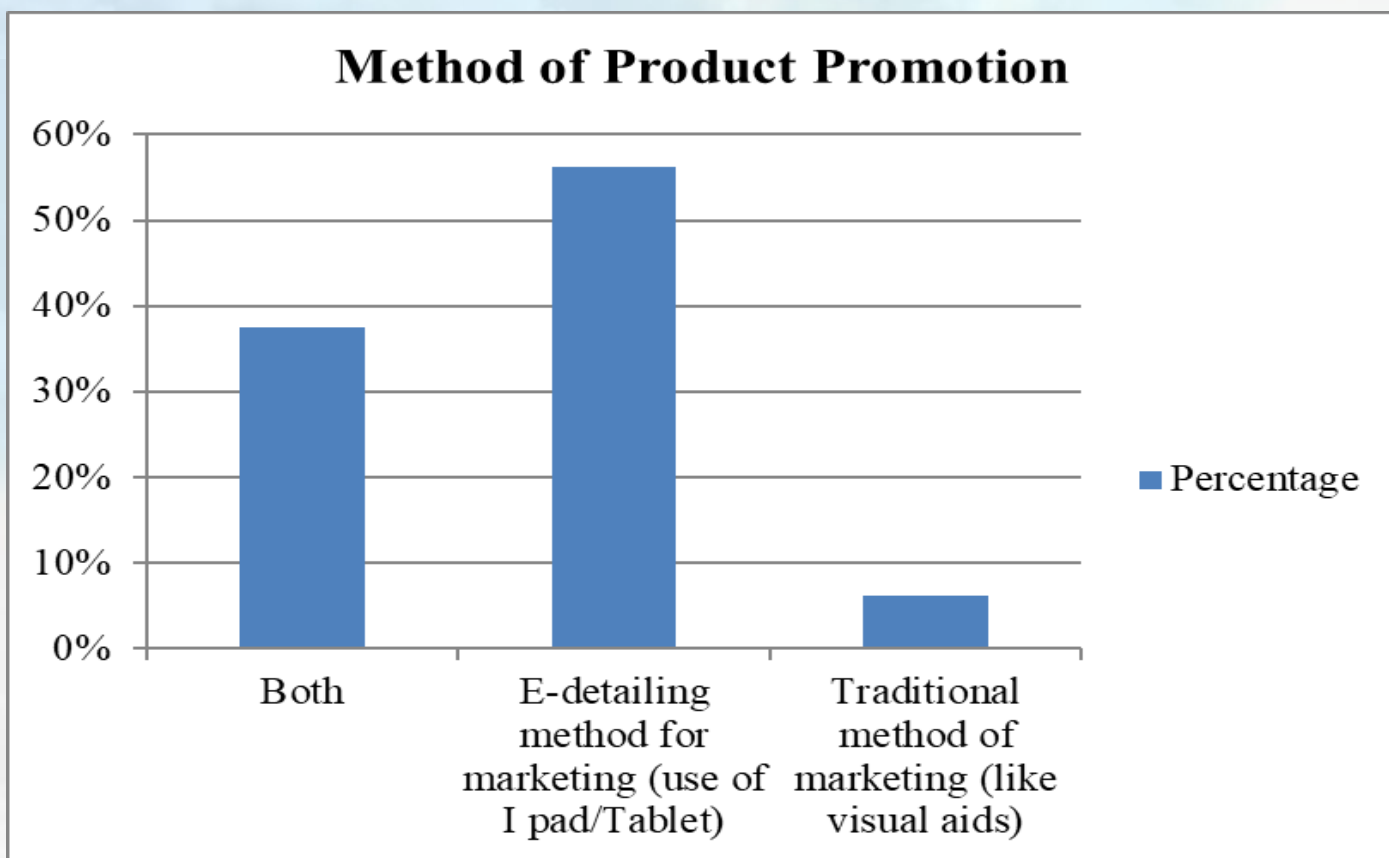


30% of Medical Representatives have responded that Reporting and Call synchronization is the major challenge faced in e-detailing followed by software issues.

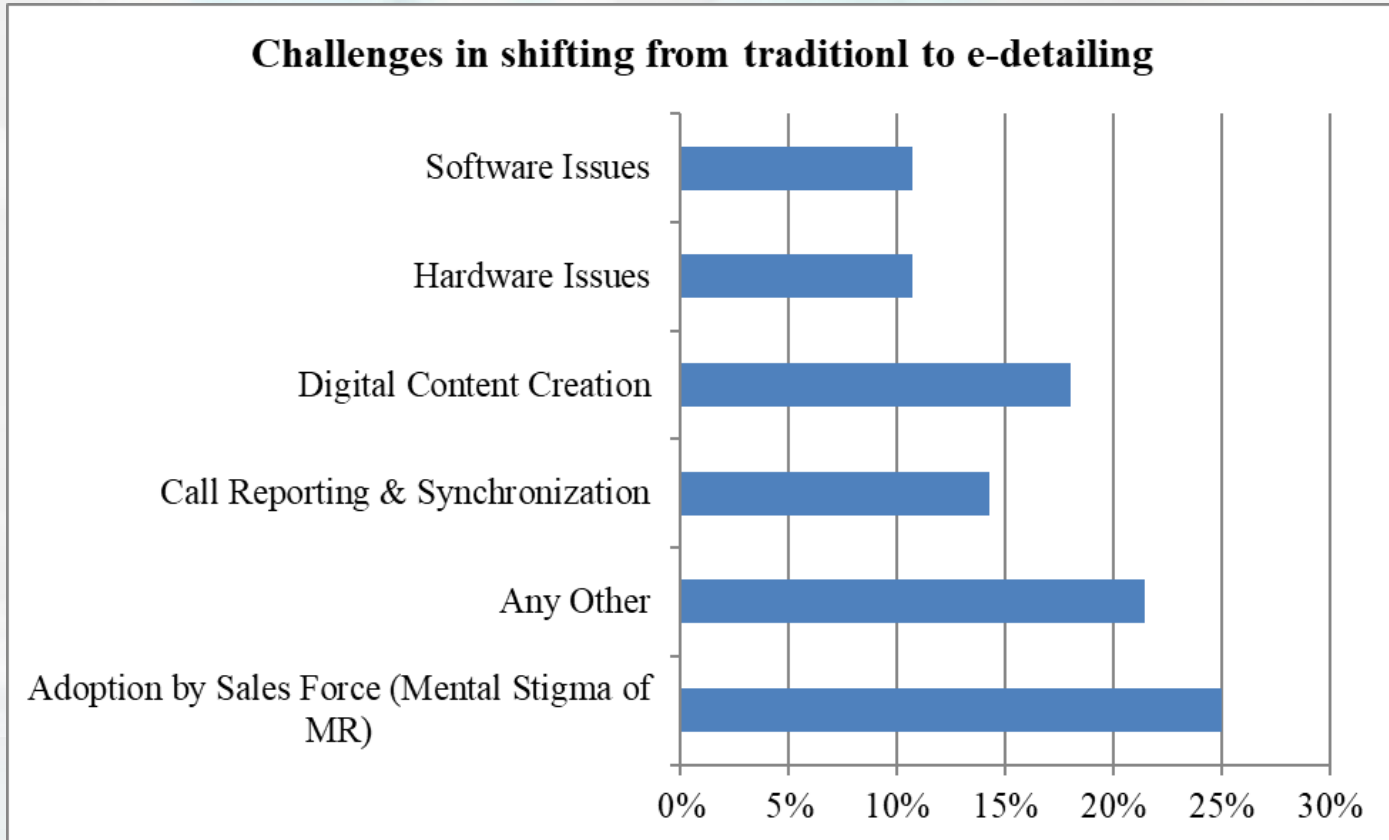


72% of Medical representatives have responded that e-detailing has helped them to improve their relationship with HCP's.

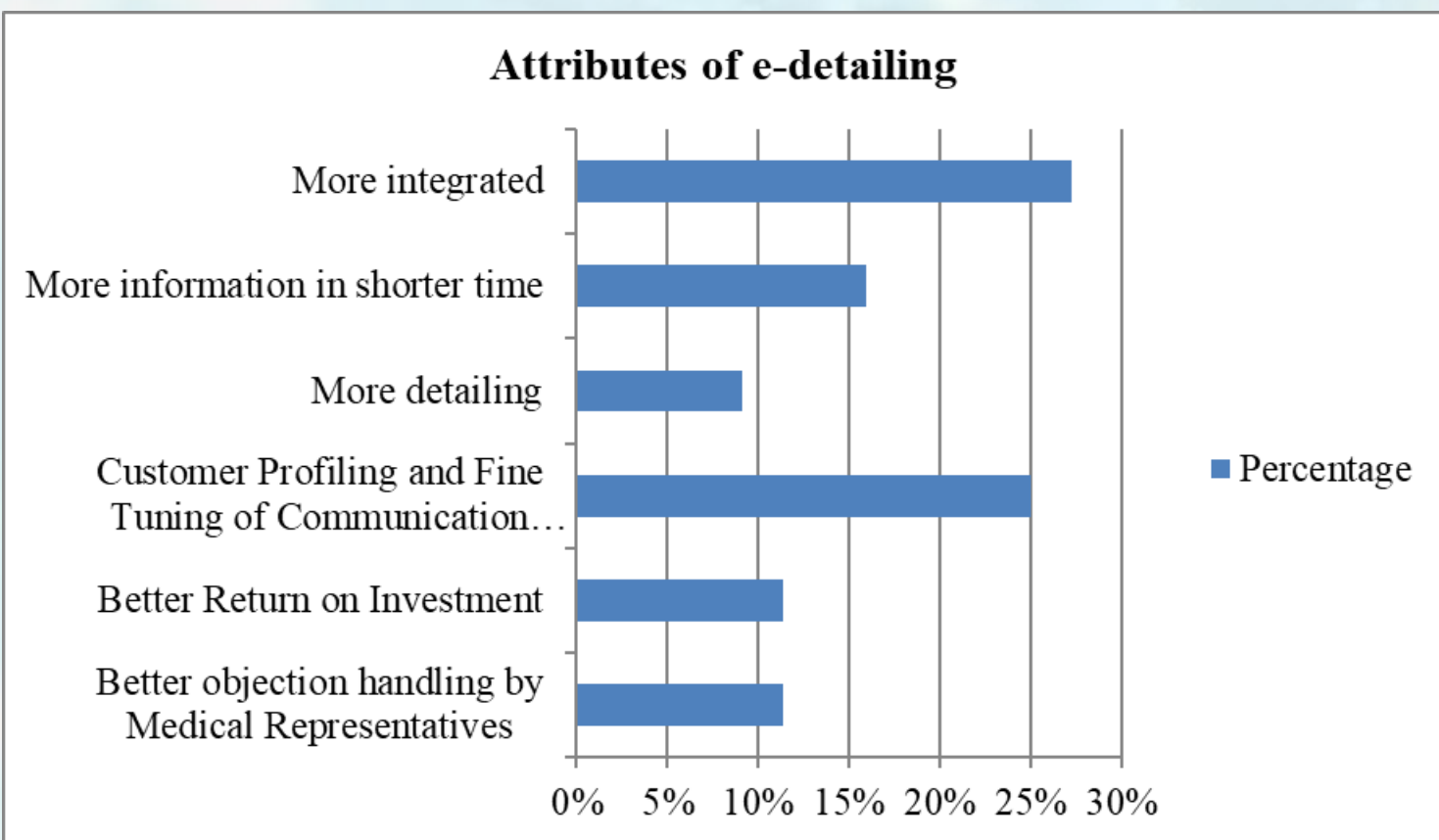
DIGITAL MANAGERS RESEARCH FINDINGS



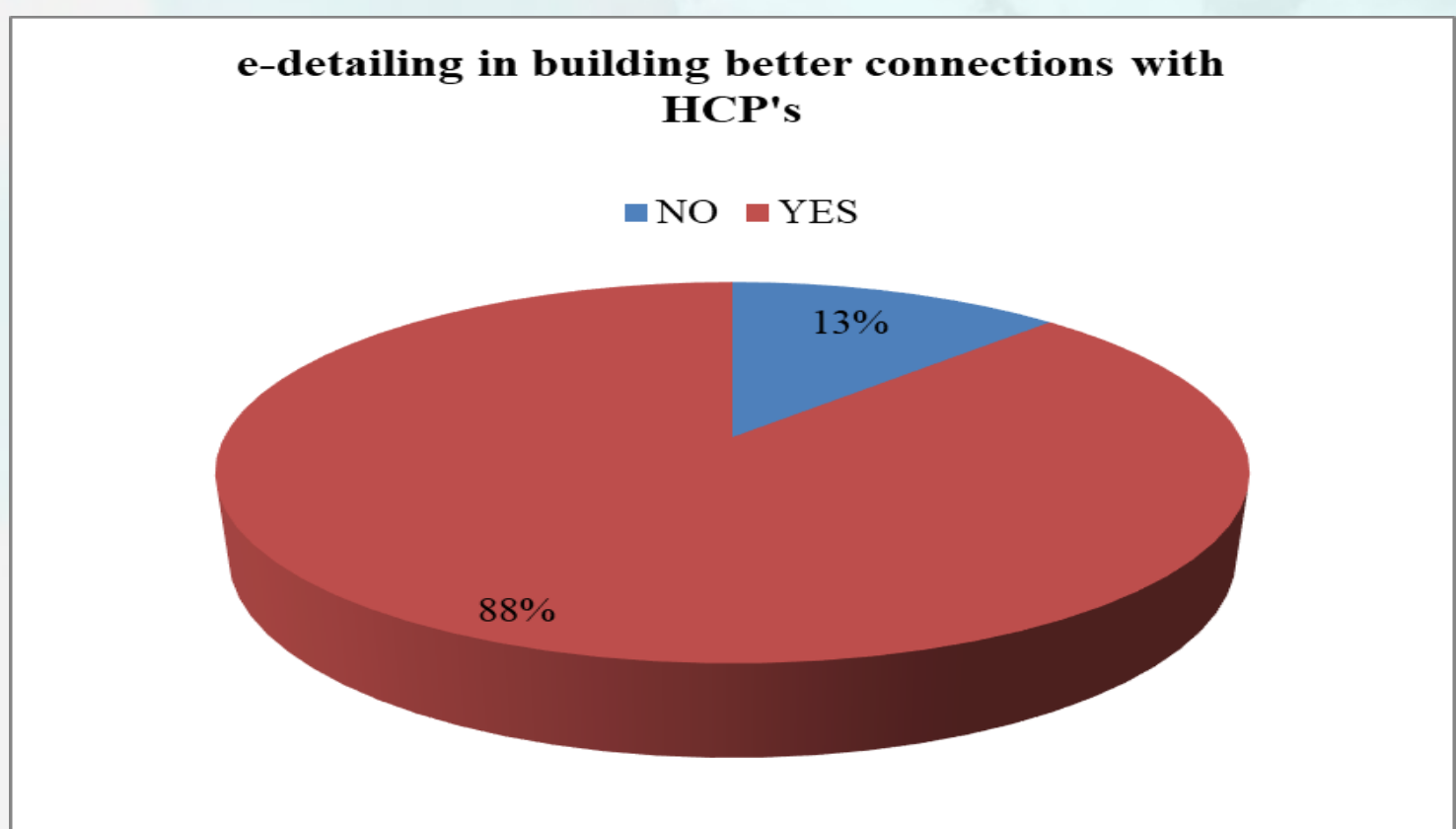
56% of Pharmaceutical Organisations are using e-detailing as a marketing communication tool for product promotion.



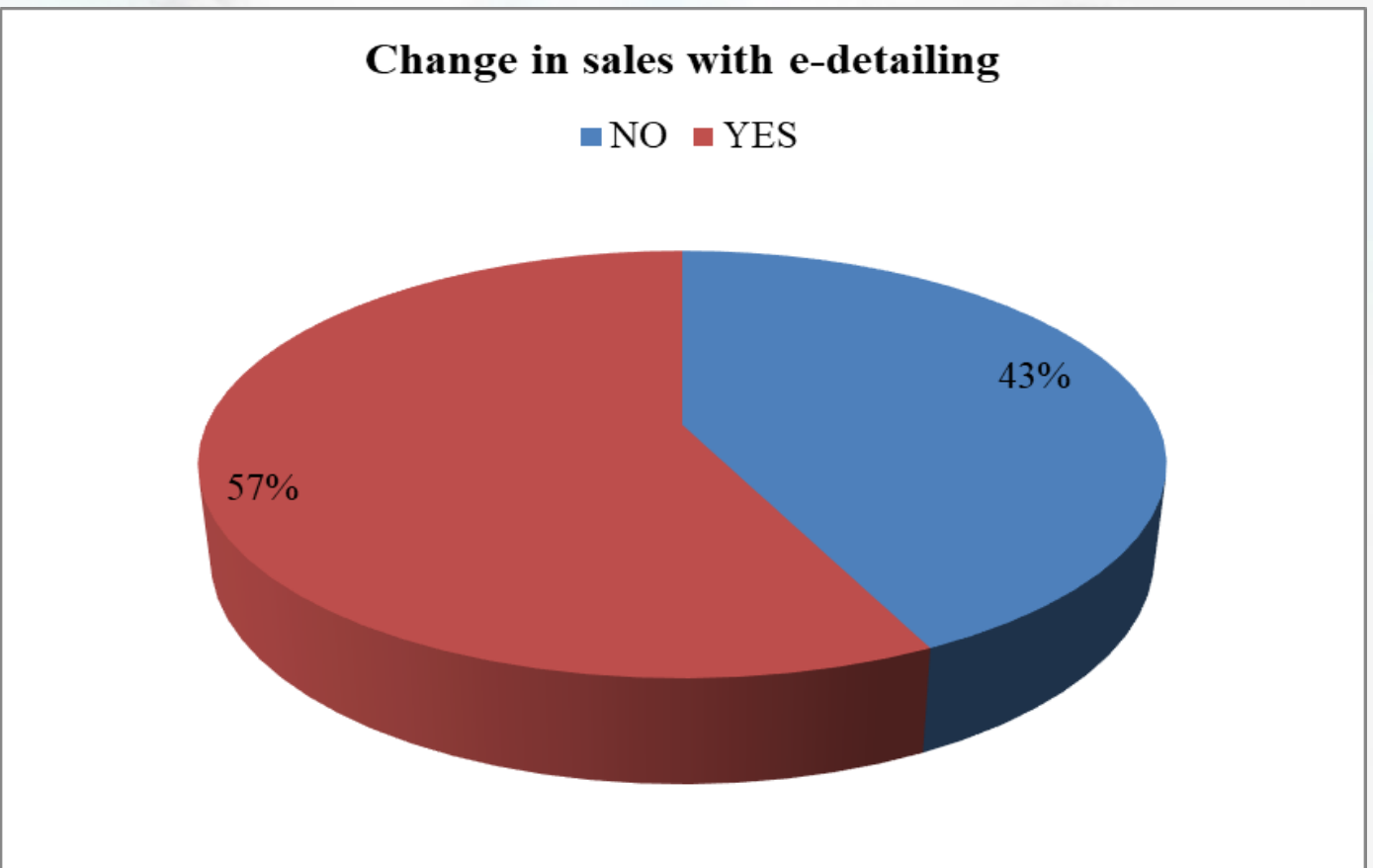
25% of Digital Managers have responded that adoption of e-detailing by the sales force was a major challenge in the initial stages of implementation of e-detailing.



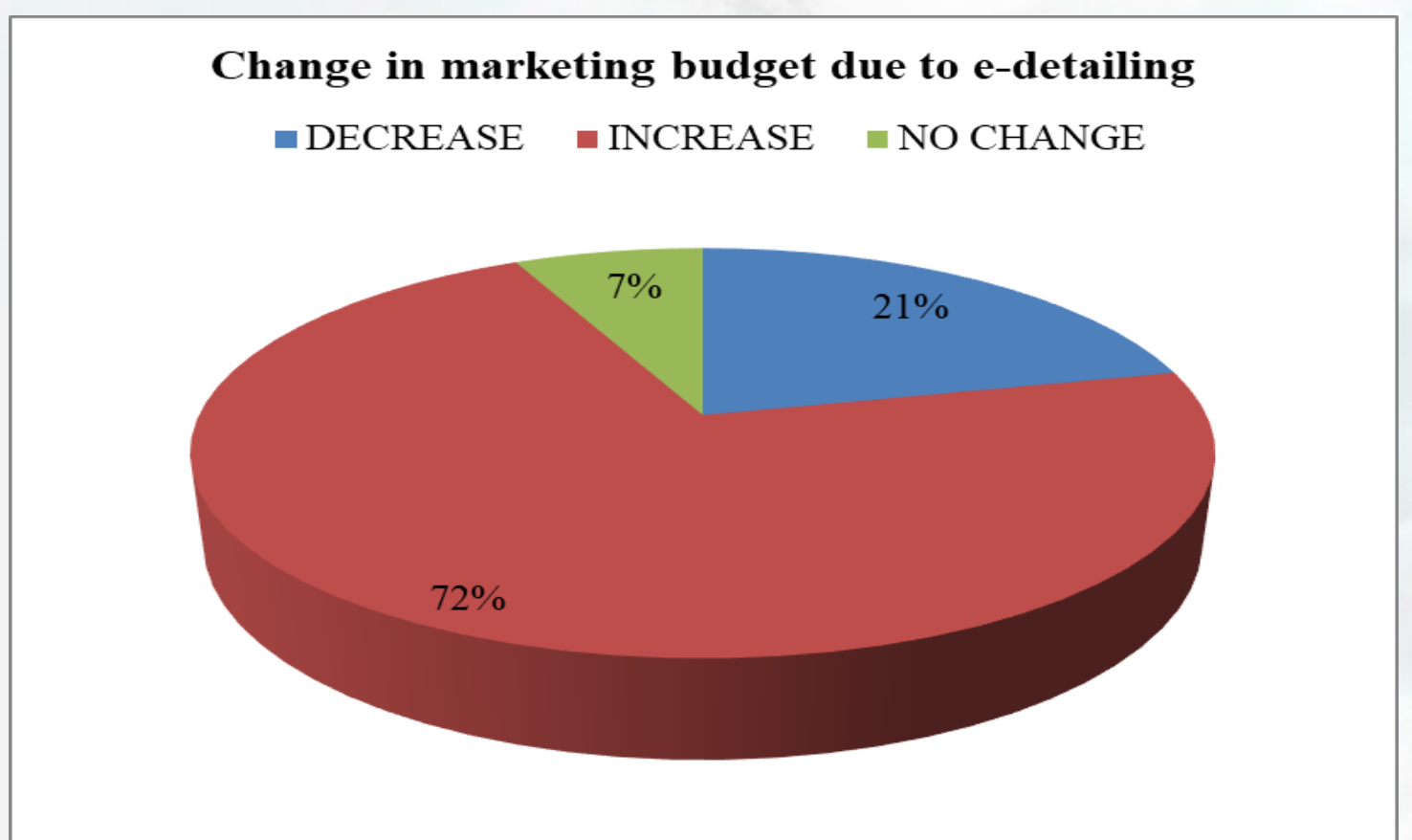
E-detailing being "more integrated" and helps in "customer profiling and fine tuning of communication strategies" are the two main attribute that makes e-detailing better than traditional detailing.



88% of Digital Managers have responded that e-detailing helps the sales and marketing teams in building better connections with doctors.



57% of digital managers have responded that there has been a change in sales due to e-detailing being implemented by their organisation.



72% of digital managers have responded that implementation of e-detailing has resulted in **Increase** in marketing budget for the organisation.

RECOMMENDATIONS

- ◆ A pharmaceutical company's CRM strategy should include e-Detailing as the primary customer engagement approach.
- ◆ Understanding of different physician segment is critical for effective electronic detailing.
- ◆ Medical Representatives should be trained well by the organisations regarding the use of iPads/Tablets and pharmaceutical organisations should have a dedicated tech support team to resolve issues in call reporting or any other software or hardware issues faced by the sales force in day to day activities.
- ◆ Pharmaceutical organisations should have a separate digital marketing team headed by a digital marketing manager, who can work in close co-ordination with the product management teams for better implementation of brand strategies digitally and also assist the product management teams with closed loop marketing (CLM) like capturing customer insights, in-clinic activities by the medical representatives, etc.