

**BEYOND DISEASE MANAGEMENT: CREATING EMOTIONAL VALUE
THROUGH H2H MARKETING IN CHRONIC DISEASE MEDICATIONS - A
MIXED METHOD STUDY OF PATIENT-PROVIDER RELATIONSHIPS**

Synopsis Submitted to



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in

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by

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1. INTRODUCTION

Chronic diseases like diabetes, hypertension, asthma, and arthritis constitute a major health burden in India, demanding continuous medical attention and psychosocial adaptation. However, pharmaceutical communication has traditionally focused on clinical efficacy and product promotion, often neglecting emotional engagement. This gap presents an opportunity for pharmaceutical companies to embrace Human-to-Human (H2H) marketing, a paradigm that prioritizes empathetic, emotionally intelligent communication over transactional interactions.

This study explores how H2H marketing strategies can be implemented in the Indian pharmaceutical sector to create emotional value, especially for chronic disease patients, who require lifelong support and connection.

2. RESEARCH QUESTION

How can pharmaceutical companies use Human-to-Human (H2H) marketing to create emotional value and improve patient engagement in chronic disease care in India?

3. OBJECTIVES

- To understand the core components of H2H marketing in healthcare.
- To assess emotional needs and communication preferences among chronic disease patients in India.
- To evaluate the limitations of traditional pharmaceutical communication in chronic care.
- To examine the impact of emotionally intelligent communication on adherence and brand loyalty.
- To propose a strategic framework for implementing H2H marketing in pharmaceutical branding.

4. HYPOTHESIS

H0: Human-to-Human marketing has no significant effect on patient satisfaction, treatment adherence, or brand loyalty in chronic disease care.

H1: Human-to-Human marketing significantly improves patient satisfaction, treatment adherence, and brand loyalty in chronic disease care.

5. MATERIAL AND METHODS

- **Study Design:** Descriptive cross-sectional study using a mixed-method approach.
- **Setting:** Urban and semi-urban regions of India with internet access.
- **Study Population:**
 - Inclusion criteria: Adults (18+), diagnosed with chronic illness, English literate, consented.
 - Exclusion criteria: Acute illness, healthcare professionals, or non-English literate.
- **Study Tools:** Online Google Forms questionnaire.
- **Duration of Study:** March 10 – May 31, 2025.
- **Sample Size:** 40 participants.
- **Sampling Technique:** Purposive sampling.
- **Data Collection Procedure:** Online survey.
- **Operational Definitions:**
 - H2H Marketing: Empathy-driven, human-centered pharma communication.
 - Chronic Illness, Emotional Support, Digital Empathy, Brand Loyalty.

6. DATA ANALYSIS PLAN

- Software: Microsoft Excel.
- Quantitative: Descriptive statistics and cross-tabulations.
- Qualitative: Thematic analysis.
- Significance testing not applied due to exploratory scope.

7. ETHICAL CONSIDERATIONS

- Informed consent taken.
- Voluntary, anonymous participation ensured.
- No personal identifiers collected.
- Secure storage and psychological safety maintained.

8. IMPLICATIONS OF RESEARCH

This research informs how H2H marketing can be a strategic and ethical approach to improving patient engagement and loyalty. Emotional engagement is not just a patient

need; it's a brand opportunity. Insights are relevant for marketers, health tech designers, and policy advocates alike.

9. REFERENCES

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