INTERNSHIP REPORT

"Patient-Centric Marketing Strategies: Building Brand Trust and Preference for Biosimilars Through Digital Health Ecosystems "

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1. INTRODUCTION

The evolving dynamics of the pharmaceutical industry have amplified the importance of patient engagement and trust, particularly in the context of biosimilars. Despite their clinical efficacy and safety, biosimilars still face hurdles in achieving market acceptance due to lack of patient awareness, skepticism about effectiveness, and limited differentiation strategies. This report explores how digital health ecosystems and patient-centric marketing can improve biosimilar adoption.

2. RESEARCH QUESTIONS

- How important is patient-centric communication in building trust for biosimilar brands?
- Which digital channels do patients prefer for biosimilar-related information?
- What are patients' primary concerns when choosing biosimilars?
- How does digital health integration influence treatment adherence and brand loyalty?

3. LITERATURE REVIEW

Literature indicates that biosimilars face barriers like mistrust and lack of awareness. Digital health tools such as mobile apps and telemedicine platforms are emerging as effective means of delivering personalized, transparent information. Patient-centric strategies focusing on communication and digital integration have shown improved adherence, trust, and preference for biosimilars.

4. OBJECTIVES

- To evaluate the impact of patient-centric communication on biosimilar brand trust.
- To identify preferred digital channels and content formats for biosimilar promotion.
- To examine how integration with digital health tools influences treatment adherence.

5. HYPOTHESIS

Patient-centric marketing strategies that leverage digital health tools such as mobile apps, teleconsultation platforms, and AI-driven engagement will significantly enhance patient trust, adherence, and preference for biosimilar brands.

6. DATA COLLECTION PROCEDURE

Primary data was collected through a self-administered Google Form survey circulated to patients, students, and caregivers across different forums. Secondary data was gathered from journal articles, case studies, and online databases.

7. STUDY DESIGN

The study used a descriptive cross-sectional design.

8. DURATION OF STUDY

April 2025 – May 2025

9. SAMPLE SIZE

Total respondents: 40
- 15 Healthcare/Pharmacy Students
- 10 Chronic Disease Patients
- 10 Digitally Aware Respondents
- 5 Caregivers

10. SAMPLING TECHNIQUE

Convenience sampling

11. PRIMARY DATA

Collected using structured questionnaires shared via Google Forms.

12. SECONDARY DATA

Reviewed from peer-reviewed journals, online healthcare marketing articles, and regulatory reports.

13. DATA ANALYSIS PLAN

Responses were recorded in Microsoft Excel and analyzed using basic statistical tools including percentages, bar charts, and comparative analysis.

14. OPERATIONAL DEFINITIONS

- Biosimilars: Biologic products similar to already approved reference biologics.
- Patient-Centric Marketing: Marketing strategies that prioritize patient needs, emotions, and digital behaviors.
- Digital Health Ecosystems: Tools including apps, portals, telemedicine, and AI bots used to support patient care.

15. ETHICAL CONSIDERATIONS

The survey was anonymous, voluntary, and obtained verbal consent. No sensitive personal data was collected.

16. IMPLICATIONS OF STUDY

The study highlights how digital ecosystems aligned with patient needs can significantly influence trust, adoption, and satisfaction in biosimilar therapies. It recommends strategic integration of digital platforms, personalized content, and HCP-backed messaging to boost biosimilar uptake.