

Research Synopsis

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

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Abstract

Biosimilars represent an essential opportunity for affordable healthcare solutions, yet their adoption faces significant challenges due to limited patient trust and understanding. This research investigates how patient-centric marketing strategies within digital health ecosystems can enhance brand trust and preference for biosimilars. Utilizing secondary research methods, this study analyzes academic literature, industry reports, and pharmaceutical case studies to identify effective patient-centered approaches. The goal is to propose a comprehensive brand strategy framework that leverages digital platforms for patient education, emotional branding, and engagement. Ultimately, this research aims to guide pharmaceutical companies in differentiating biosimilars beyond price competition, fostering stronger relationships with patients and healthcare providers.

Introduction

Biosimilars are cost-effective alternatives to biologic medicines but often struggle with market acceptance due to skepticism from patients and healthcare professionals. Traditional pharmaceutical marketing primarily targets healthcare providers rather than patients directly. Consequently, biosimilars are frequently perceived as commodities competing solely on price rather than value or patient engagement. This research addresses this critical gap by exploring how digital health ecosystems can support patient-

centric marketing strategies. By enhancing patient education, emotional connections, and digital engagement, biosimilar brands can build trust, improve adherence rates, and establish long-term brand loyalty.

Literature Review

Current Scenario of Biosimilars Marketing

Biosimilars face challenges in differentiating themselves from original biologics. Industry reports (IQVIA, 2023) highlight that biosimilars are often marketed primarily on price differences rather than brand value or patient experiences.

Digital Health Ecosystems

Digital platforms have revolutionized healthcare marketing by enabling personalized patient interactions. However, biosimilar companies have not fully embraced these opportunities compared to consumer health sectors or FMCG industries.

Patient-Centric Marketing Approaches

Research indicates that emotional branding and patient empowerment significantly influence consumer preferences even in prescription-driven markets. Yet biosimilar marketers rarely leverage these insights effectively.

This study aims to address these gaps by proposing a marketing framework emphasizing digital ecosystems to reposition biosimilars beyond mere cost competition.

Objectives/Aims of the Study

- To investigate how digital health ecosystems can enhance patient engagement and trust for biosimilar products.
- To develop a comprehensive brand strategy framework integrating patient-centric marketing with digital platforms.
- To provide actionable insights for pharmaceutical companies to differentiate their biosimilar products effectively.

Methodology

Research Design

This study employs a qualitative exploratory approach using secondary data analysis combined with case study methodology.

Sampling Methods & Participant Selection

Not applicable; secondary data-based research without direct human participation.

Data Sources

Secondary data will be collected from:

- Peer-reviewed journals (PubMed, ResearchGate)
- Industry reports (IQVIA, Deloitte)
- Pharmaceutical company case studies (e.g., Cipla, Lupin, Sun Pharma)
- White papers on patient-centric marketing and digital ecosystems
- Publicly available corporate documents (annual reports/investor presentations)

Data Collection Method

Data will be systematically collected through online databases and publicly accessible industry resources mentioned above.

Data Analysis Techniques

Thematic analysis will identify recurring themes and gaps in current biosimilar marketing strategies. Comparative analysis of global best practices will inform the development of a conceptual model and strategic recommendations.

Ethical Considerations

No ethical concerns arise as the study exclusively uses publicly available secondary data without involving human participants directly.

Expected Outcomes

- A theoretical framework outlining effective use of digital health ecosystems for patient-centric marketing of biosimilars.
- Practical brand strategy recommendations enabling pharmaceutical companies to build stronger patient relationships beyond price competition.
- Strategic insights into enhancing brand equity and loyalty through digital engagement platforms.

Timeline (Week-by-Week Work Division)

Week	Tasks & Activities
1	Initiate literature review; identify key themes
2	Complete detailed literature review; summarize findings
3	Collect secondary data (industry reports & case studies)
4	Organize collected data; begin initial thematic analysis
5	Deepen thematic analysis; identify key trends & gaps
6	Develop conceptual model based on analyzed data
7	Formulate comprehensive brand strategy framework
8	Draft Introduction & Literature Review sections
9	Draft Methodology & Expected Outcomes sections
10	Draft Abstract & compile References section
11	Finalize full report; edit for clarity & coherence
12	Prepare final document; conduct final proofreading & submission

Budget (if applicable)

Not applicable as this research is entirely based on secondary data sources.

References

- IQVIA. (2023). Patient-Centered Marketing in Pharmaceuticals: Trends and Insights. IQVIA Institute. Retrieved from <https://www.iqvia.com>
- Kotler, P., & Keller, K.L. (2019). Marketing Management (15th ed.). Pearson Education.
- Zhu, M., Chakravarti D., & Ni J. (2022). Emerging Marketing Research on Healthcare Decision Making: Toward Consumer-Centric Perspectives. Journal of the Association for Consumer Research.

Appendices (if needed)

(Appendices will include supplementary materials such as Brand Plan Templates or Competitor Analysis Charts if required later.)