



Medico-Marketing:

Striking the Right Balance Between Medical Needs and Marketing

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Introduction

- Medico-marketing is a growing function in the pharmaceutical industry that focuses on scientific yet strategic communication with healthcare professionals.
- With increasing regulations and informed doctors, there's a visible shift from traditional promotional methods to more educational, compliant engagement.
- This function plays a key role in ensuring that brand messaging is medically accurate, ethically framed, and aligned with HCP expectations.
- My interest in this area grew during my internship at OneAlphamed Pvt. Ltd., where I worked on projects like webinars, email campaigns, CME decks, and digital awareness posts.
- Through this dissertation, I've tried to understand how medico-marketing teams balance scientific depth with brand strategy in real-world campaign execution.



Aim, Objectives & Research Questions

● Aim:

To evaluate how medico-marketing balances scientific accuracy with marketing effectiveness.

● Objectives

- Understand medico-marketing's role in pharma communication
- Examine the balance of medical accuracy with brand goals
- Explore challenges in medico-marketing execution
- Analyze role of digital platforms and events
- Assess impact on trust, compliance, and storytelling
- Identify learnings from real internship projects

● Research Questions

Main Question:

- How does medico-marketing balance scientific integrity with brand messaging?

Sub-Questions:

- How does it support HCP education and awareness?
- How does it enhance brand trust and acceptance?
- What challenges are faced in execution and compliance?
- How do webinars and CMEs shape strategies?

Research Methodology



- Type: Qualitative, case-based study
- Sources: Internal documents, project observations, weekly logs
- Approach: Reflective, immersive learning during campaigns
- Framework: Thematic analysis focused on compliance, collaboration, messaging tone, and trust
- Ethics: No patient/HCP data used; client confidentiality maintained

Scope of study & Literature Review

● Scope of study

- Internship-based research at OneAlphamed Pvt. Ltd.
- Projects: Lupin, Cipla, P&G, Hetero, LinkedIn
- Focus on private sector, not public hospitals or HCP interviews

● Key Learnings from Literature

- Ethical guidelines like UCPMP and WHO are central to all compliant communication
- Storytelling formats and visual clarity help simplify scientific messages
- Cross-functional collaboration between medical, creative, and legal teams ensures campaign success
- Digital transformation in pharma marketing demands both speed and scientific responsibility



Challenges & Strategic Recommendations

Challenges Faced

- Compliance layers caused frequent delays
- Creative limitations due to tight branding guidelines
- Hectic timelines while ensuring tone + science balance
- Segregated functioning sometimes led to misalignment

Strategic Recommendations

- Field training sharpens HCP-centric communication
- Use collaboration tools (Trello, Notion) to reduce follow-ups
- Storytelling humanizes complex topics
- Joint review sessions between brand, med, and creative teams
- Archive high-impact content for onboarding and knowledge sharing

Results & Learnings

1. Scientific accuracy remained the top priority

Across all campaigns—whether emailers, webinar decks, or carousel posts—no content moved forward without rigorous medical and compliance checks. Accuracy was never compromised, even under tight deadlines.

2. Content development was a collaborative effort

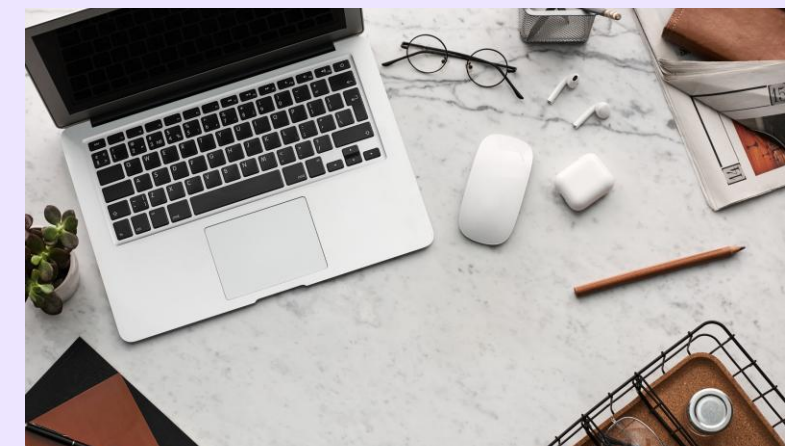
Every campaign involved active participation from cross-functional teams. Medical experts ensured evidence alignment, legal vetted phrasing, and the creative team translated it all into engaging formats.

3. Platform determined both design and communication tone

The style of messaging was adapted depending on the medium. LinkedIn carousels were short, crisp, and visually engaging, while CME decks and webinars required detailed scientific framing.

4. Execution quality improved through strong backend processes

I observed that proper documentation, internal QA checklists, and timely follow-ups with stakeholders significantly reduced errors and streamlined campaign rollout.



Key Internship Projects

● Lupin Digi Engage

- Worked on structured HCP email campaigns, ensuring brand alignment and segmentation accuracy.
- Conducted multiple rounds of content QA for tone, grammar, and compliance.
- Maintained a personal checklist to standardize internal quality checks for future rollouts.

● Cipla HSS 22

- Supported development of medical content for knowledge-sharing sessions.
- Helped simplify complex clinical insights into visually supported, audience-friendly slides.
- Coordinated revisions between medical experts, compliance teams, and designers.

● LinkedIn Awareness Campaigns

- Designed carousel posts around health days and festivals (e.g., World Liver Day, Women's Health Week).
- Ensured content was visually appealing, informative, and platform-optimized.
- Focused on non-promotional, patient-educational messaging to enhance credibility.

● P&G Blood Health Forum

- Involved in end-to-end event planning across 9 cities—venue finalization, branding approvals, and logistics.
- Monitored compliance protocols closely, including product display rules and promotional material approvals.
- Solved last-minute coordination issues and conducted post-event reporting for internal documentation.

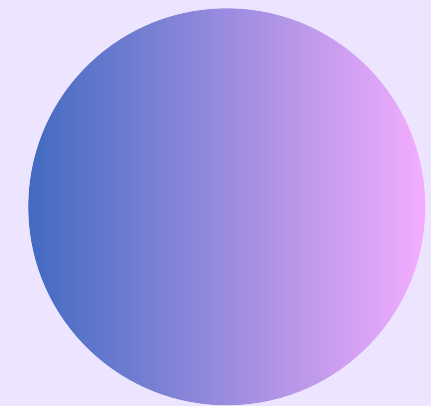
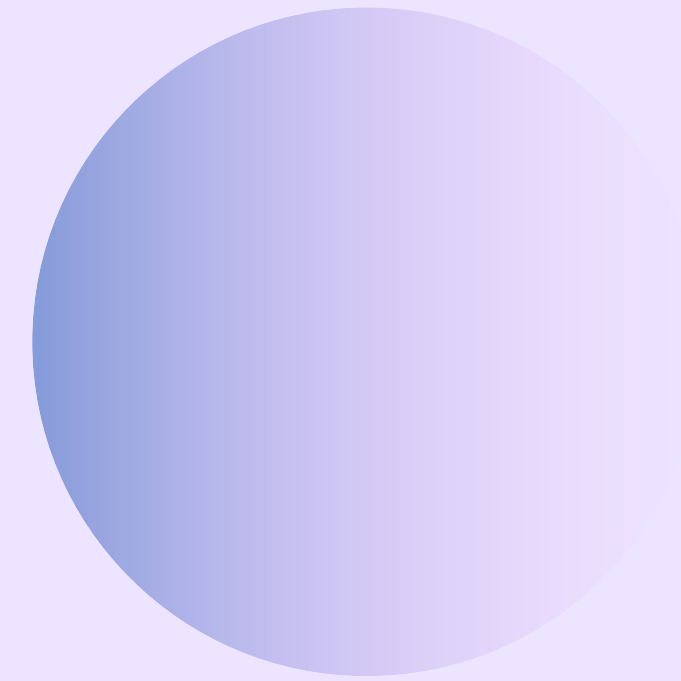
● Afatinib Webinar (Hetero)

- Managed pre-event workflows, including speaker onboarding, registration design, and deck review.
- Handled live moderation during the webinar, ensuring smooth tech execution and audience interaction.
- Analyzed post-event reports and feedback to inform follow-up campaigns and content improvements.



Conclusion

Medico-marketing is not just about creating content—it's about building trust through structured, compliant, and empathetic communication. It plays a vital role in educating HCPs while aligning brand goals with scientific integrity. With digital advancements, its impact will only continue to grow.





Thank
You