

SYNOPSIS

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1. **Title:** Medico-Marketing: Striking the Right Balance Between Medical Needs and Marketing

2. Introduction:

In today's pharmaceutical sector, maintaining a fine equilibrium between scientific integrity and effective brand communication is essential. Medico-marketing plays a pivotal role in ensuring that medical content resonates with healthcare professionals (HCPs) while aligning with strict regulatory frameworks. Unlike traditional marketing, medico-marketing brings a scientific lens to promotional strategies, ensuring that messaging remains compliant, credible, and impactful.

The growing emphasis on value-driven healthcare models has expanded medico-marketing's role from creating content to becoming a strategic partner in healthcare communication. This study will explore how medico-marketing organizations like Alphamed harmonize medical precision with brand goals, offering insights into the evolving dynamics of this specialized field.

Problem statement: The study investigates how medico-marketing navigates the delicate balance between delivering accurate, evidence-based content and achieving strategic marketing objectives in the pharmaceutical landscape.

3. Research questions:

1. What role does medico-marketing play in shaping educational initiatives for physicians and improving their understanding of treatment innovations?
2. How do medico-marketing practices influence the acceptance and credibility of new pharmaceutical products among healthcare professionals?
3. Which operational and strategic challenges do medico-marketing teams encounter in maintaining consistency between evolving scientific evidence and dynamic brand messaging?

4. Objectives:

1. To understand how medico-marketing fits into the overall marketing and communication process of pharmaceutical companies.
2. To examine how medico-marketing ensures the sharing of accurate and compliant medical information.
3. To find out the practical issues faced by medico-marketing teams in balancing medical accuracy with marketing goals.
4. To identify current trends and future possibilities that could impact the medico-marketing industry.

5. Hypothesis:

H1: Medico-marketing improves trustworthiness and impact in pharmaceutical brand communication.

H2: Integrating medico-marketing strengthens compliance and increases interaction with healthcare professionals.

6. Materials and Methods:

Study Design: This study will utilize secondary data from literature reviews, case studies, and internal project analyses to understand medico-marketing's role and challenges.

Study Setting: Data will be gathered from Alphamed's projects to provide practical insights into medico-marketing strategies and operations.

Duration of study: 10th March – 31st May (3 months)

Data Sources: Peer-reviewed journals, industry insights, regulatory publications, and project reports from Alphamed (e.g., Lupin Digi Engage, Cipla HSS, LinkedIn projects, webinars).

Data Collection procedure: A comprehensive secondary review of existing data, including campaign reports, content audits, and compliance workflows.

7. Data analysis plan:

The analysis will involve synthesizing data from multiple sources, comparative evaluation of case studies, and thematic mapping of trends and gaps in medico-marketing practices.

8. Ethical Considerations:

The study will be based on secondary research; hence, data will be properly cited, and plagiarism will be avoided.

9. Implication of research:

This study will provide actionable insights into how medico-marketing can foster stronger relationships with healthcare professionals, reinforce brand credibility, and navigate compliance challenges. This will contribute to refining strategies that balance medical integrity with commercial goals.

10. References:

All references will be drawn from reputable academic, industry, and regulatory sources, and formatted in the Vancouver citation style.