

Humanizing Branded Generic: Transforming Commodity Perceptions Through Patient-Centered Marketing Ecosystems



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Introduction

Branded generics are often seen as low-cost, interchangeable products.

Humanizing them means creating emotional value beyond price.

A **Patient-Centered Marketing Ecosystem** focuses on patient needs, trust, and experience.

Tools like **storytelling, packaging design, education, and digital engagement** drive this shift.

The goal is to transform generics into **trusted health companions**, not just commodities.

Research Objective

1

To explore how patient-centric marketing changes the perception of branded generics.

2

To study the role of branding, storytelling, packaging, and services in building trust.

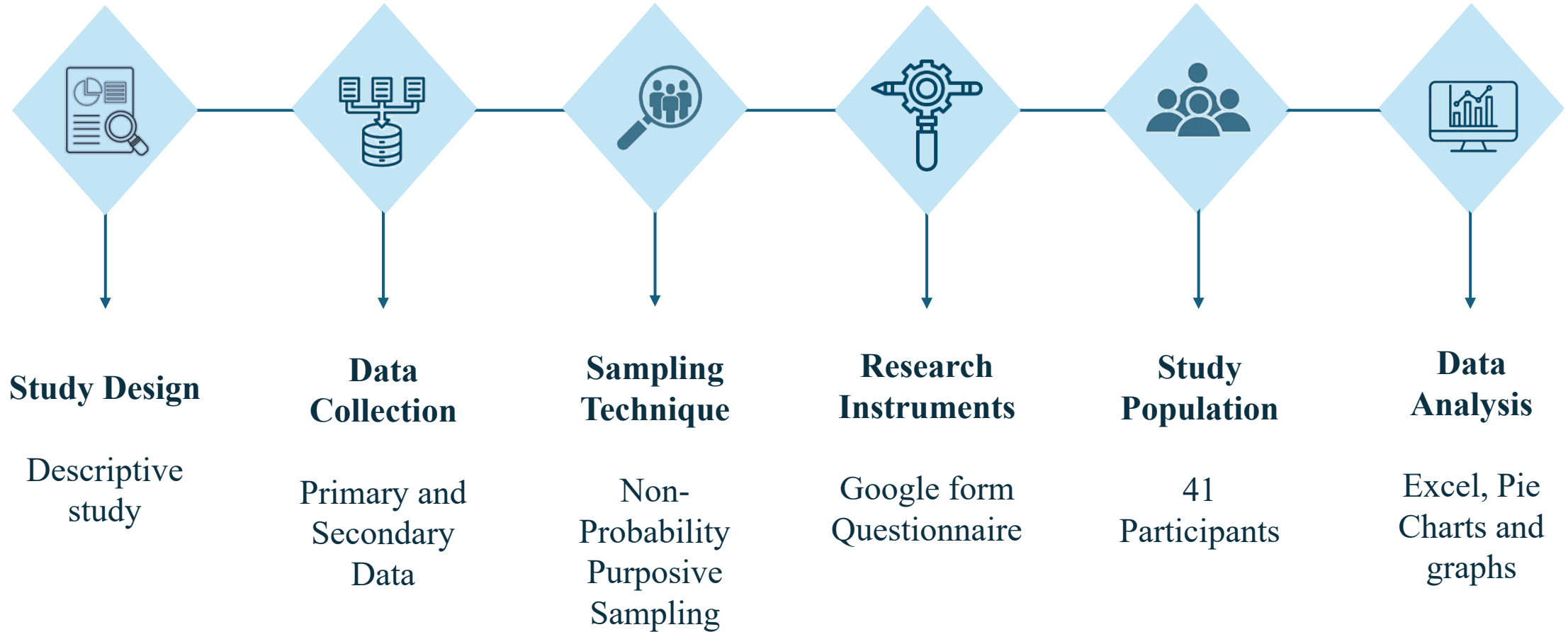
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To understand how marketing empowers patients in their healthcare journey.

4

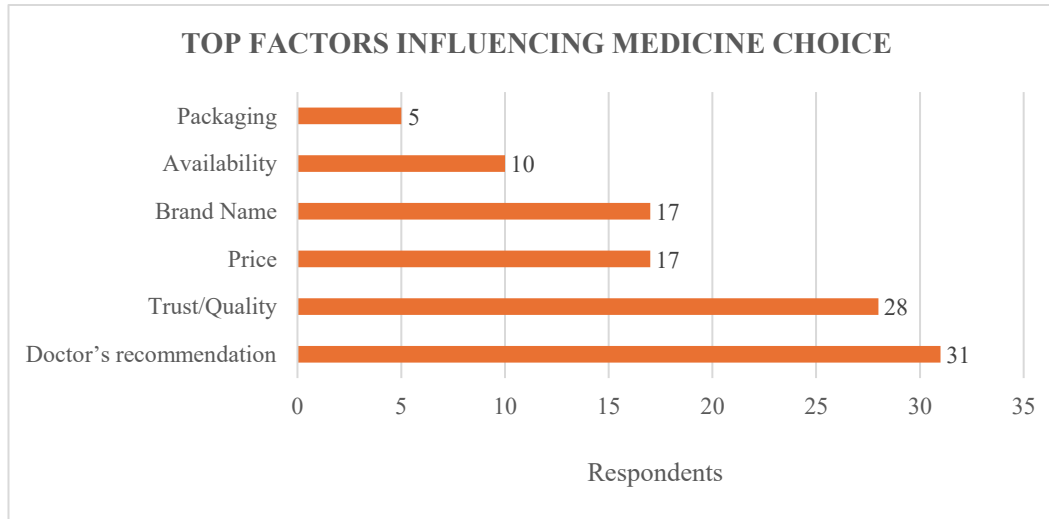
To identify and address gaps between pharma branding and patient expectations.

Methodology



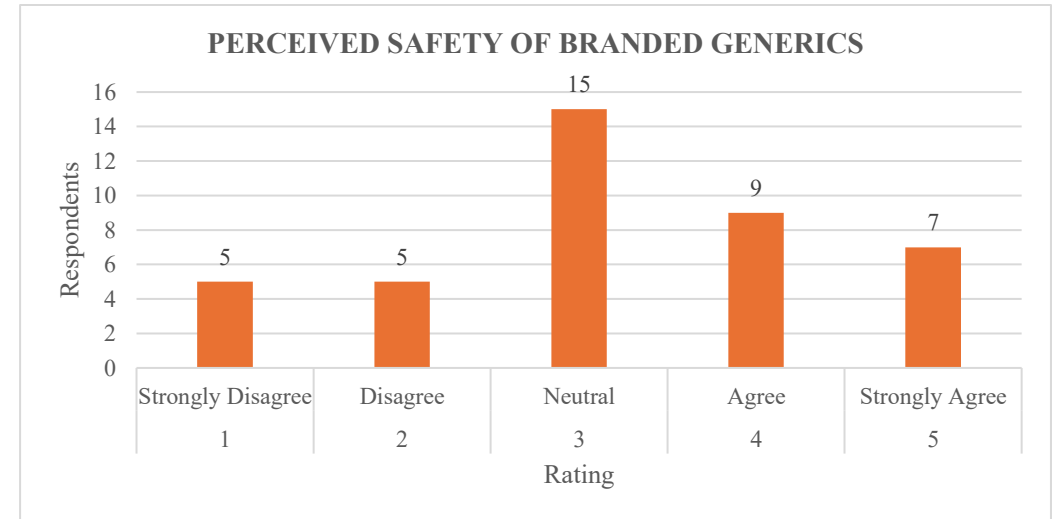
Result: Survey Analysis

Factors Influencing Medicine Choice



The analysis indicates that doctors' advice, trust/quality, and price are the main drivers of medicine selection. Although branding is secondary, trust can be established by building on clinical believability and emotional confidence through testimonials and anecdotes.

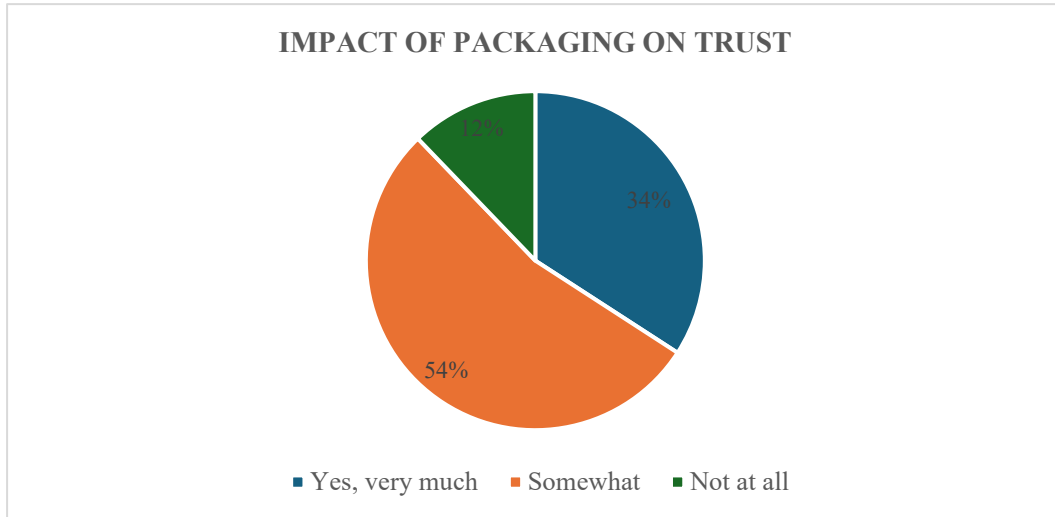
Perceived Safety of Branded Generics



Trust levels varied significantly among respondents, largely due to a lack of awareness about the difference between branded and non-branded generics. This divide shows that branding alone isn't enough patients need layered reassurance through certification, clear communication, and relatable patient narratives to build true confidence.

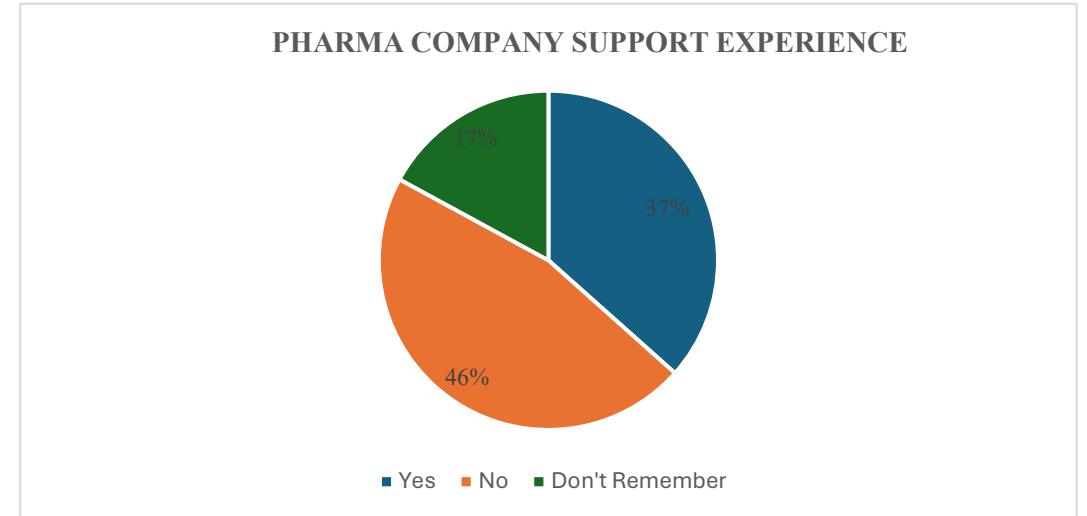
Result: Survey Analysis

Impact of Packaging on Trust



The respondents agreed that visual identity influences trust. Professional, clean, and informative packaging increases perceived quality. This finding justifies the move toward emotionally smart branding, where design signals such as colour, symbols, and simplicity create familiarity and alleviate apprehension about taking medicine.

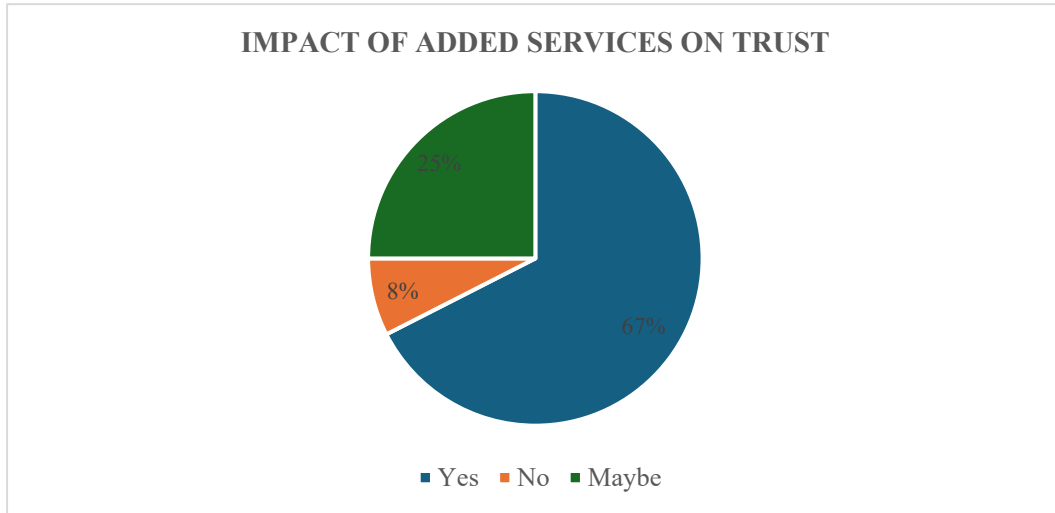
Pharma Company Support



The majority of participants stated that they had not received any educational material or patient support from pharmaceutical companies. This gap presents a possibility for branded generics to look beyond product delivery and enter patient advocacy, with helplines, mobile apps, or awareness campaigns serving as touchpoints for trust.

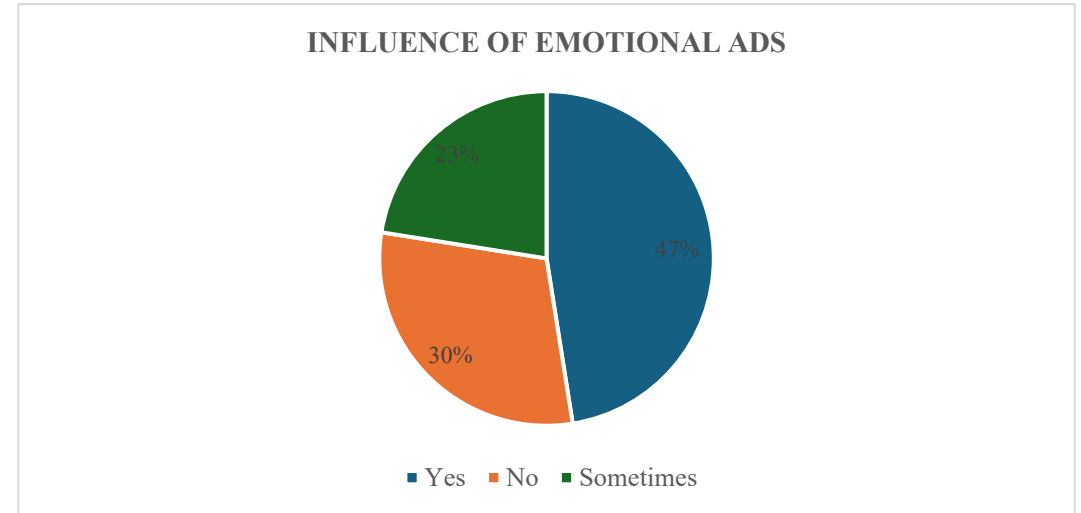
Result: Survey Analysis

Impact of Added Services



Most said they would trust brands more if they offered free health education, digital aids, or helplines. This presents a strategic opportunity to brand humanize generic drugs by integrating them into a patient-centric service ecosystem, thereby converting them from transactional products into continuous care companions.

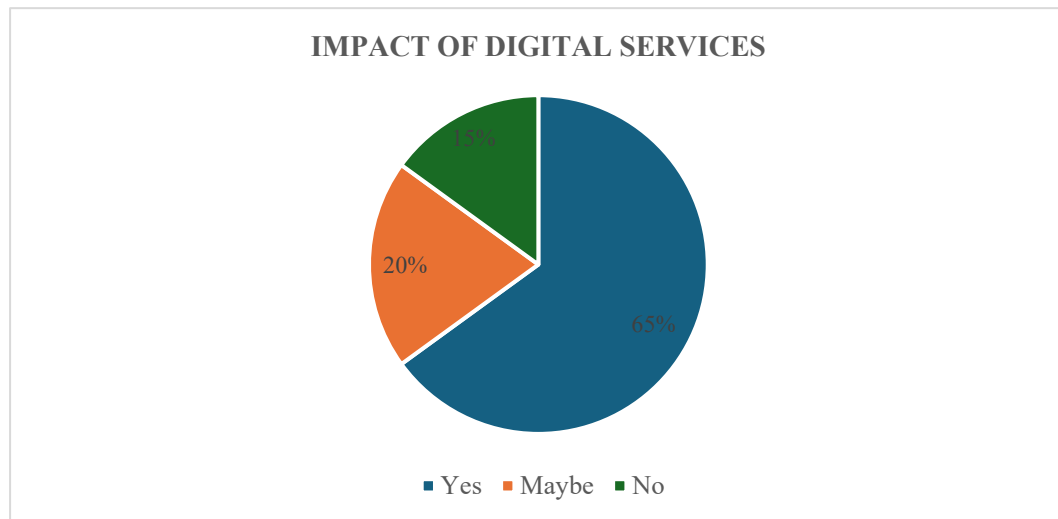
Influence of Emotional Ads



Emotional storytelling has a moderate influence on perception, particularly among young respondents. Used sincerely, storytelling can redefine the perception of generics from clinical commodities to personal, empathetic decisions—above all, therapeutic categories that involve emotional depth (e.g., chronic disease, mental health).

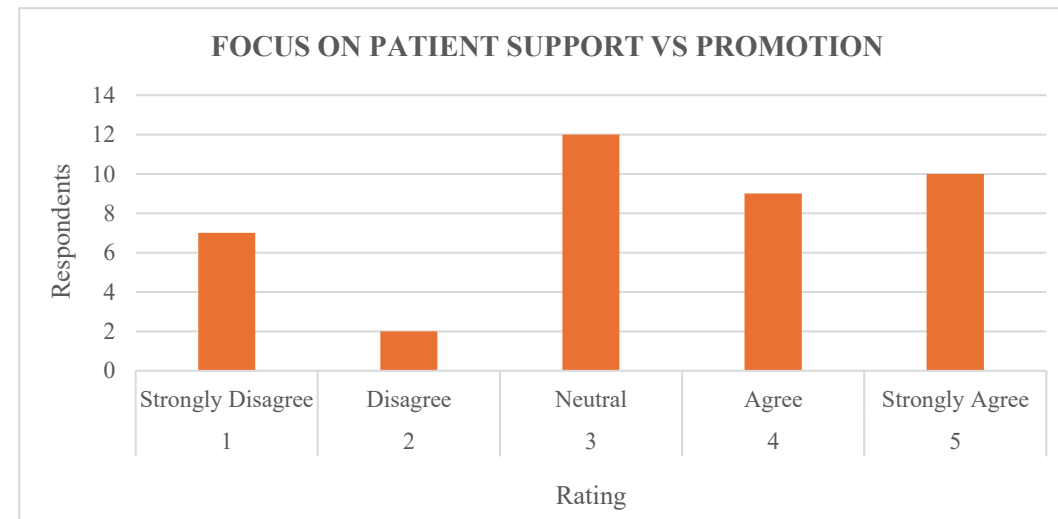
Result: Survey Analysis

Impact of Digital Services



Many respondents valued added services like medicine reminders and online consultations. This reflects evolving expectations where branded generics are not just judged by price, but by the ecosystem of care they provide. Integrating smart services fosters deeper relationships and long-term adherence.

Focus on Patient Support Vs Promotion



Most respondents ranked 3 to 5, reflecting a strong need for patient-centred approaches. This supports the core argument of the project, branded generics can break out of the "commodity" trap by positioning themselves along the patient's journey through education, empathy, and participation.

Key Findings

Youth & Students as Key Audience	The majority (60 %+) are young adults and students, highly responsive to digital tools and education-driven branding.
Significant Awareness Gap	40–50% lack clarity on branded vs. non-branded generics, highlighting a strong need for consumer education.
Trust Driven by HCPs	65%+ rely on doctors/pharmacists for trust, co-branded efforts with HCPs are crucial.
Packaging & Visual Identity Matter	70%+ trust is influenced by professional and clean packaging, supports the role of emotionally intelligent design.
Lack of Educational Support	80%+ had never received patient education, an untapped opportunity for branded generics to build trust.
Demand for Patient Services	75% want free health education, digital tools, and support services, clear need for ecosystem-driven branding.
Emotional & Humanized Branding Needed	Mixed trust levels and strong storytelling impact among youth affirm the need to humanize branded generics beyond price.

H2H Marketing Approach

H2H Marketing is a customer interaction strategy that emphasizes developing real, emotional, and personalized relationships between brands and individuals. Differing from B2B (Business-to-Business) or B2C (Business-to-Consumer), H2H acknowledges that human beings with feelings, needs, fears, and values stand behind every purchase.

How H2H Humanizes Branded Generics

Empathy

Address patient concerns through education and reassurance.

Emotional Storytelling

Share real patient experiences to build trust.

Transparency

Clearly explain branded vs. non-branded generics.

Personalized Support

Offer apps, reminders, and helplines for real care.

Two-Way Engagement

Use feedback tools to listen and improve.

Humanized Branding

Design packaging that feels warm, clean, and trustworthy.

Recommendations



- 1 Invest in storytelling & digital education
- 2 Train pharmacists as brand educators
- 3 Develop branded patient support platforms (apps, helplines)
- 4 Utilize emotionally intelligent strategies
- 5 Collaborate with healthcare providers for co-branding trust
- 6 Improve packaging and design
- 7 Monitor feedback and adapt

Expected Benefits



- 1 Builds emotional connections, improves consumer understanding, and shifts perception from commodity to care
- 2 Increases patient trust at the point of sale; pharmacists become advocates, not just dispensers
- 3 Enhances patient adherence, improves engagement, and boosts brand loyalty
- 4 Deepens patient empathy, especially in chronic and emotional health segments
- 5 Strengthens clinical credibility and aligns with trusted HCP advice
- 6 Increases credibility, visual trust, and shelf differentiation
- 7 Enables continuous improvement based on real patient needs and increases long-term relevance

Conclusion

Branded generics can no longer compete on cost alone they must connect emotionally and deliver real value through patient-centered experiences.

By humanizing their marketing through education, empathy, and digital support, pharma brands can transform from being mere medicines to trusted partners in a patient's health journey.



Thank You