

Name: Ramanuj Patidar

Enrollment No: IIHMR-U/02/2023-25/0509

Program: MBA – Pharmaceutical Management

Institute: IIHMR University, Jaipur

Organization: GlaxoSmithKline (GSK) Pharmaceuticals

Internship Title:

“Optimizing Doctor Engagement Through Strategic Communication by Medical Business Associates in the Pharmaceutical Industry”

Duration: 2 Months (During 2025)

Mentors:

- Mr. Akhlaque Shaikh – Regional Sales Manager, GSK
- Mr. Harshad Kumar Raviya – Area Business Manager, GSK
- Faculty Guide: Dr. Rahul Sharma – Associate Professor, IIHMR University

1. Objective of the Internship

To evaluate the role of Medical Business Associates (MBAs) in enhancing doctor engagement, driving prescription growth, and contributing to brand adoption through strategic communication in the pharmaceutical sector.

2. Key Responsibilities Undertaken

- Conducted field visits and shadowed Medical Business Associates.
- Participated in **doctor detailing, sample distribution, and CME program coordination.**
- Collected data on prescription trends, brand preferences, and field marketing effectiveness.
- Conducted interviews with doctors and field force managers.
- Analyzed CRM usage and digital communication tools (e.g., WhatsApp, e-detailing).
- Supported brand promotion activities for key products: **Augmentin, Calpol, Neosporin.**

3. Research Methodology

- **Mixed-method approach:** Surveys and semi-structured interviews.
- Collected primary data from 50 respondents, including MBAs, doctors, and marketing executives.
- Analyzed secondary data from internal sales reports, RCPA, and industry publications.
- Tools: MS Excel for quantitative analysis and thematic coding for qualitative data.

4. Key Learnings

- **Doctor engagement is most effective** when it's scientific, personalized, and consistent.
- **Digital tools (CRM, WhatsApp, e-detailing)** enhance communication and follow-up efficiency.
- Field challenges include **limited doctor time, prescription resistance, and digital skill gaps**.
- CME programs and scientific discussions are effective in **building trust and recall**.

5. Major Findings

- Regular doctor visits and scientific communication improved prescription rates.
- Calpol 650 and Augmentin showed **positive sales growth** during the campaign period.
- High doctor participation (70%+) in CME programs led to increased brand loyalty.
- MBAs with strong interpersonal skills and digital adaptability achieved better outcomes.

6. Recommendations

- Conduct regular **scientific training** for MBAs on products and clinical data.
- Encourage **digital adoption** of CRM tools and remote detailing.
- Organize **frequent CMEs** and doctor engagement events.

- Ensure **timely availability of samples** and stocks at chemists.
- Provide structured **feedback mechanisms** and performance monitoring.

7. Conclusion

This internship provided valuable exposure to real-world pharmaceutical sales and marketing. It highlighted the critical role of Medical Business Associates in bridging the gap between companies and healthcare providers through trust-building, scientific detailing, and effective communication strategies. GSK's structured approach to doctor engagement and brand promotion offers a successful model for future pharma marketing practices.