

Research Synopsis on the Role of Field-Based Medical Promotion in Driving Sales Growth in the Pharmaceutical Sector

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Title: Role of Field-Based Medical Promotion in Driving Sales Growth in the Pharmaceutical Sector.

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Abstract

This study focuses on the relationship between field-based medical promotional efforts and the growth of sales in the pharmaceutical sector. My practical fieldwork as a Medical Business Associate at GlaxoSmithKline (GSK) served as the basis for the study. My responsibilities included meeting with medical experts, discussing the benefits of products, answering scientific questions, and building long-lasting relationships with doctors. Pharmaceutical sales in India are significantly influenced by the rapport and trust that grows between physicians and medical representatives. These interactions are crucial for educating medical professionals about the medication's efficacy, encouraging prescriptions, and ultimately increasing market uptake. The goals are to comprehend the impact of these doctor visits, the value of scientific information, and the need of routine follow-ups in achieving sales targets.

Research question:

Primary Research:

1. How does field representatives' medical marketing affect prescription and sales growth in the pharmaceutical industry?

Secondary Research:

1. What are the best strategies employed by medical reps during doctor visits, according to secondary research?
2. How does a Medical Representative's performance depend on their confidence and product knowledge?
3. How does establishing a rapport with physicians contribute to the maintenance of long-term prescriptions?

Introduction

Medical salespeople are essential in the Indian pharmaceutical sector, because the primary source of sales is prescription generation. Pharmaceutical sales rely on skilled field workers that interact directly with physicians, highlight product attributes, and sway prescription behaviour through

scientific explanation and trust, in contrast to broad marketing. I was employed by GlaxoSmithKline (GSK) as a Medical Business Associate during my internship. Regular trips to clinics and hospitals were part of my research, when I spoke with doctors about GSK's product offerings, answered their questions, and urged them to prescribe the company's drugs when necessary. The importance of in-person medical promotion is emphasized in this overview, as is its close connection to raising awareness, fostering trust, and eventually boosting sales in the ethical pharmaceutical industry.

Literature Review

It has long been known that field-based medical advertising plays a significant role in the increase of pharmaceutical sales, particularly in economies like India that rely heavily on prescription drugs. Pharmaceutical corporations and healthcare professionals (HCPs) are mostly connected through medical representatives (MRs). Their persistent efforts in relationship-building, scientific communication, and product description are crucial in influencing prescription behaviour. According to research, a doctor's prescription preferences are directly impacted by the professionalism, assurance, and communication abilities of medical personnel. Establishing a personal connection, providing clinical support, following up, and making scientific data available are all considered to be strategic methods for increasing product adoption and cultivating brand loyalty. Despite its significance, little formal study has examined the systematic ways in which these on-the-ground activities contribute to quantifiable sales performance, particularly in regulated international corporations such as GSK.

Problem Statement: Statement of the Problem (Rephrased) Pharmaceutical marketing relies heavily on field-based medical promotion, but little systematic study has been done to examine how interactions between doctors and Medical Business Associates affect sales growth. By assessing the real effect of such field operations on prescription generation and brand performance, our study fills that knowledge vacuum.

Objectives/Aims of the Study

- To evaluate how well field-based medical promotion affects prescription behaviour.
 - To determine which medical business associate practices, have the most influence on doctor encounters.
 - To assess how fostering relationships with physicians supports long-term brand expansion.
- Objective To offer useful advice for improving the effectiveness of pharmaceutical marketing conducted locally.

Methodology

- Research Design:
 - descriptive and analytical in character, fusing organized data collecting with qualitative field experience.

➤ Data Collection Methods:

• Primary Data Collection:

Self-recorded interaction logs and field observations made during the internship. Interviews conducted informally with senior MRs and physicians.

- Comments from mentors and reporting supervisors at GSK.

Secondary Data Collection:

GSK brand marketing materials, visual aids, and product manuals

- Reports on MR effectiveness from the industry.
- Research articles about doctor behaviour and pharmaceutical marketing.

Expected Outcomes

- Self-recorded interaction diaries and field observations performed throughout the internship served as the primary source of data. Informal interviews with physicians and senior MRs.
- GSK mentors' and reporting supervisors' comments. Product manuals, visual aids, and marketing materials for the GSK brand are examples of secondary data collection.
- Industry reports on MR efficacy.
- Studies on the marketing of pharmaceuticals and physician behaviour.

Timeline

• Weeks 1–2:

Secondary research and orientation, including knowledge of the product, corporate policies, and the therapeutic field. Examining training materials and research on pharmaceutical marketing and physician involvement.

• Weeks 3–4:

Field shadowing with senior Medical Representatives during Weeks 3–4. observation of doctor-patient interactions, rapport-building tactics, and product description methods. first consultation under supervision with physicians.

• Weeks 5–6:

Independent field trips and practical experience managing product promotion during weeks five and six. taking notes on prescription behaviour and responses to various communication methods, as well as gathering input from physicians. •

Weeks 7 and 8:

Analysing data using fieldwork. Writing reports and providing summaries of essential tactics for improved field performance, difficulties encountered, and successful practices. final analysis and submission of the report.

References

Marketing Management, 15th Edition, Philip Kotler. Pearson Education. McKinsey and Company.

The Prospects for Pharmaceutical Sales Strategy. in 2023. IBEF stands for India Brand Equity Foundation. 2024 Pharmaceutical Sector Report.

Field aids and training manuals for GSK.

Studies on medical representatives' efficacy in developing nations.