

Research Synopsis

Title: Value Co-creation through healthcare ecosystem partnership: A New framework for Pharmaceutical Brand Positioning.

Name of the Researcher: Narayani Tiwari

Affiliation: IIHMR University, Jaipur

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Abstract

This project focuses on how pharmaceutical companies can build stronger brand identities by working closely with key players in the healthcare system-like doctors, patients, hospitals, and digital platforms. Instead of promoting products in isolation, companies are now realizing the importance of collaboration to create value for everyone involved. This approach is called value co-creation. The study uses only secondary data (existing reports, articles, and case studies) to develop a new model that companies can use to position their brands effectively through meaningful partnerships.

Introduction

In today's competitive pharmaceutical world, it's no longer enough for companies to only focus on product features. Brand trust and reputation now depend heavily on how companies interact with their partners and patients. This includes doctors, healthcare staff, insurers, tech firms, and even patients themselves. This project explores how value can be created together through partnerships in the healthcare ecosystem, and how that helps companies stand out, gain trust, and build long-term brand success.

Literature Review (Summary)

Research from top firms like McKinsey and IQVIA shows that companies who involve others in their ecosystem-like hospitals and patients create more trust and value. While industries like FMCG (fast-moving consumer goods) use this method actively, the pharma sector is still learning how to apply it well. Digital tools like mobile health apps, online consultations, and patient portals also play a growing role in connecting brands to people. This study looks at how those tools can support co-creation and branding in the pharmaceutical space.

Objectives

- To understand how value co-creation helps build strong pharma brands.
- To study the roles of key partners (like doctors and patients) in shaping brand images.
- To design a practical framework that companies can follow.
- To give suggestions pharma companies can use to improve partnerships and brand trust.

Methodology

- ❖ Type of Study: Secondary research (no surveys or interviews).
- ❖ Sources of Data:
 - Articles and journals (e.g., PubMed, Google Scholar)
 - Reports from IQVIA, McKinsey, Deloitte
 - Case studies from companies like Pfizer, Novartis
 - Company websites, investor documents, whitepapers
- ❖ Data Collection: Gathered through online databases and public resources
- ❖ Data Analysis: Thematic analysis (grouping ideas, finding patterns)
- ❖ Sampling: Not applicable

Ethical Considerations

No direct human interaction is involved. All data is already published and publicly available. All sources will be cited properly.

Expected Outcomes

- A step-by-step model showing how pharma brands can co-create value with others.
- Real examples to support the ideas.
- Practical suggestions for companies to build brand loyalty and stand out from competitors.

Timeline (Work Plan)

Week 1: Understand the topic and collect reading materials
Week 2: Complete the literature review
Week 3: Find case studies and examples
Week 4: Analyze collected information
Week 5: Design the first draft of the framework
Week 6: Improve the framework using real-world data
Week 7: Create the structure of the final report
Week 8: Write Introduction and Literature Review
Week 9: Write Methodology and Expected Outcomes
Week 10: Draft the Conclusion and References
Week 11: Final editing
Week 12: Proofread and submit

Budget

There is no cost involved since all the materials used are freely available online.

References

- ❖ Prahalad CK, Ramaswamy V. The Future of Competition. Harvard Business Press.
- ❖ McKinsey & Co. Pharma 2030 Report, 2023.
- ❖ Vargo SL, Lusch RF. Journal of Marketing, 2004.
- ❖ IQVIA. Digital Health and Pharma Strategies, 2023.

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