

RESHAPING HEALTHCARE PROVIDER PERCEPTIONS: DEVELOPING AN INTEGRATED MARKETING FRAMEWORK FOR BIOSIMILAR ADOPTION IN SPECIALITY CARE

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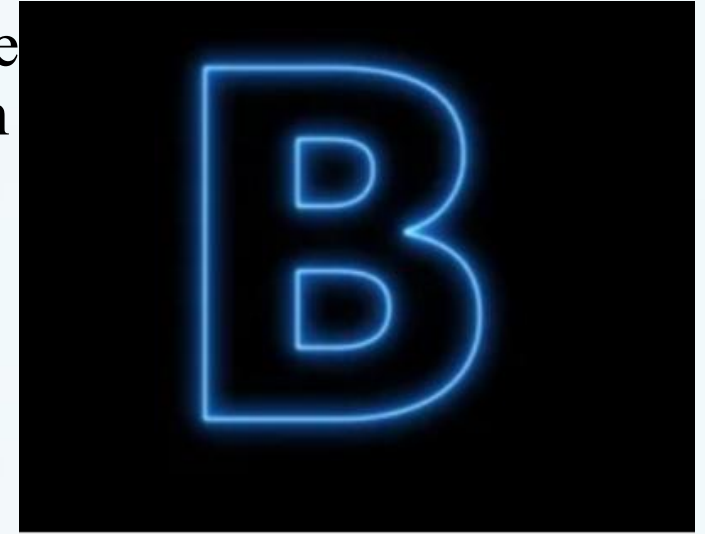
Submitted by: Hitisha Kadu (0518)

B – Black Belt Brand Builders

- ❑ Founded by Mr. Vivek Hattangadi, this initiative is a unique “gym” for aspiring pharma brand managers — guiding them from beginner (white belt) to expert (black belt) level in pharma brand management.
- ❑ **Vision** : To be the **most dependable, trusted and respected pharma-brand consulting firm** across Asia and Africa.
- ❑ **Mission** : B-Black Belt Brand Builders' exists to mentor pharma brand teams and sales teams to build, healthy, robust and resilient brands through Good Branding Practices.

We extend heartfelt **gratitude to Mr. Vivek Hattangadi Sir** for his invaluable guidance, unwavering support, and insightful suggestions.

With his dedicated guidance and mentorship, we are confident that we will evolve into impactful brand builders, ready to serve and uplift the healthcare industry with purpose and excellence."



From: Vivek Hattangadi





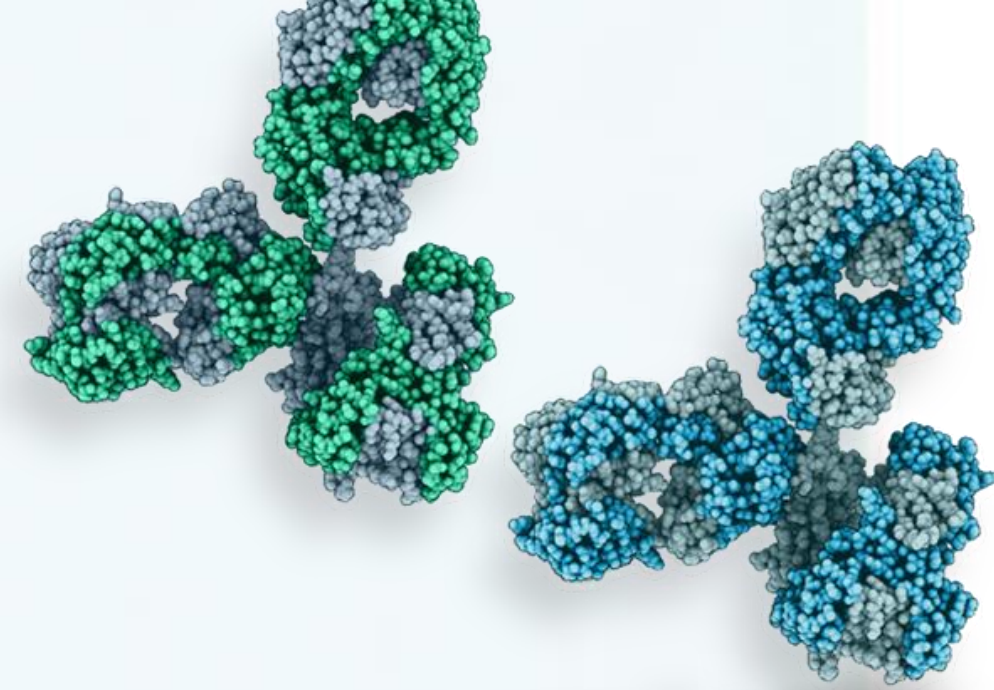
Aim:

This dissertation explores the perceptions of healthcare providers (HCPs) regarding biosimilars and develops an integrated marketing framework to enhance their adoption in specialty care.

Biosimilars offer a promising path to lower healthcare costs and expand treatment access, particularly in oncology, + immunology, and rheumatology.

Introduction :

- Biosimilar According to the U.S. Food and Drug Administration (FDA), a biosimilar is a biological product that is highly similar to an existing FDA-approved reference product, with no clinically meaningful differences in safety, purity, and potency.
- In essence, it's a "replica" of a biologic drug that's already approved by the FDA.



Potential Benefits of Biosimilars :

- ✓ Lower healthcare costs
- ✓ Expanded access to treatment
- ✓ Alternatives during drug shortages
- ✓ Insurance support



+

Problem Statement



Although biosimilars are safe and affordable, many doctors in specialty care hesitate to use them due to safety concerns, lack of training, and limited trust. A clear and supportive marketing strategy is needed to build their confidence and increase adoption.

Objectives :



Understand HCP Views

- Explore current knowledge, trust, and prescribing comfort of HCPs regarding biosimilars in specialty care.



Identify Barriers & Enablers

- Uncover reasons for biosimilar adoption or avoidance, including safety concerns, efficacy, and system-level factors



Gather HCP Suggestions

- Collect practical suggestions from HCPs on what would enhance their confidence in prescribing biosimilars.



Integrate Findings

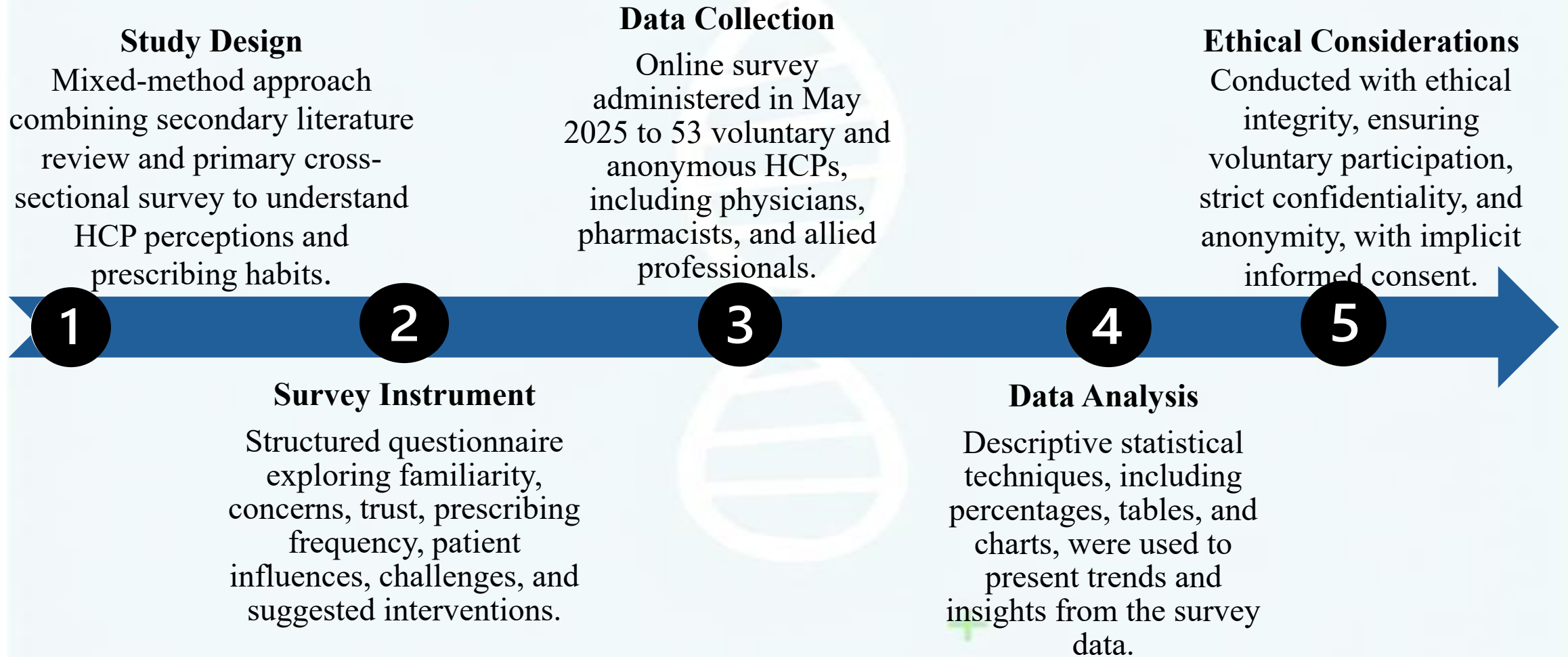
- Combine survey data with recent literature to contextualize findings .



Develop Marketing Strategy

- Create a data-backed marketing strategy focused on education, trust-building, and support for HCPs.

Methodology :





DATA ANALYSIS

Result: Participant Profile

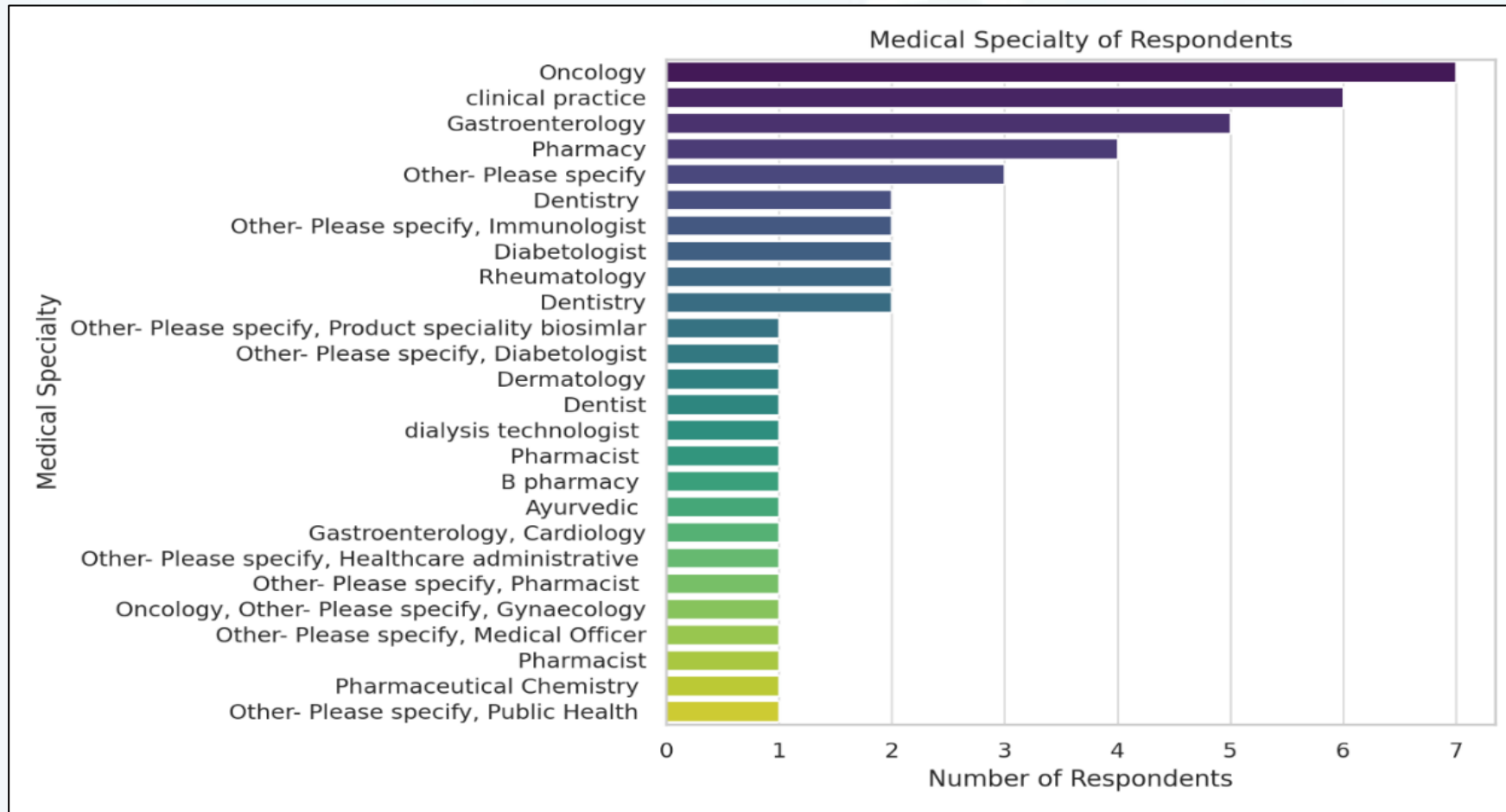


Figure1: Number of Respondents

HCP understanding and prescribing habits :

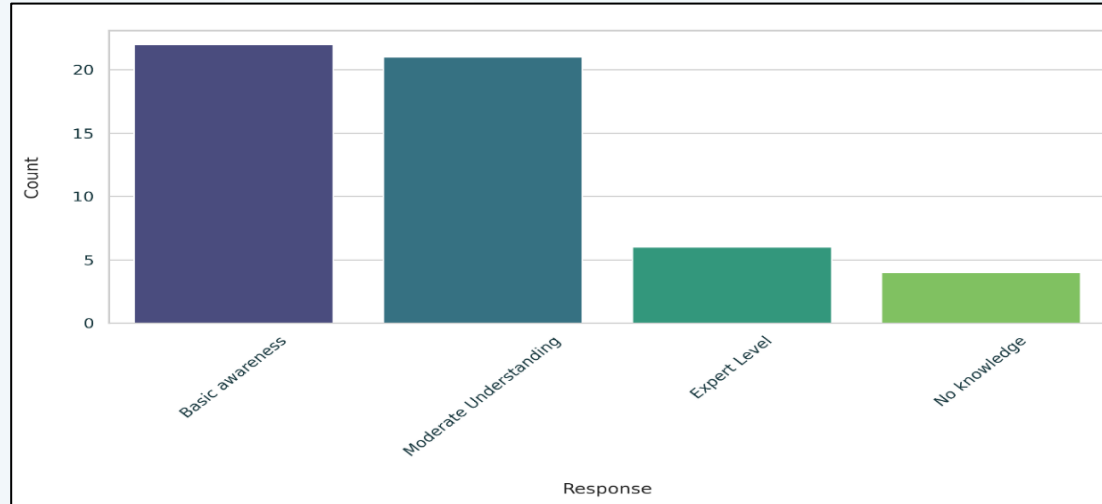


Figure 2 :Understanding of Biosimilars

While most HCPs (80%) reported a basic to moderate understanding of biosimilars, only 11% considered themselves experts. This indicates a significant knowledge gap. Prescribing rates were also low, with only 4% always prescribing biosimilars and 53% doing so only sometimes.

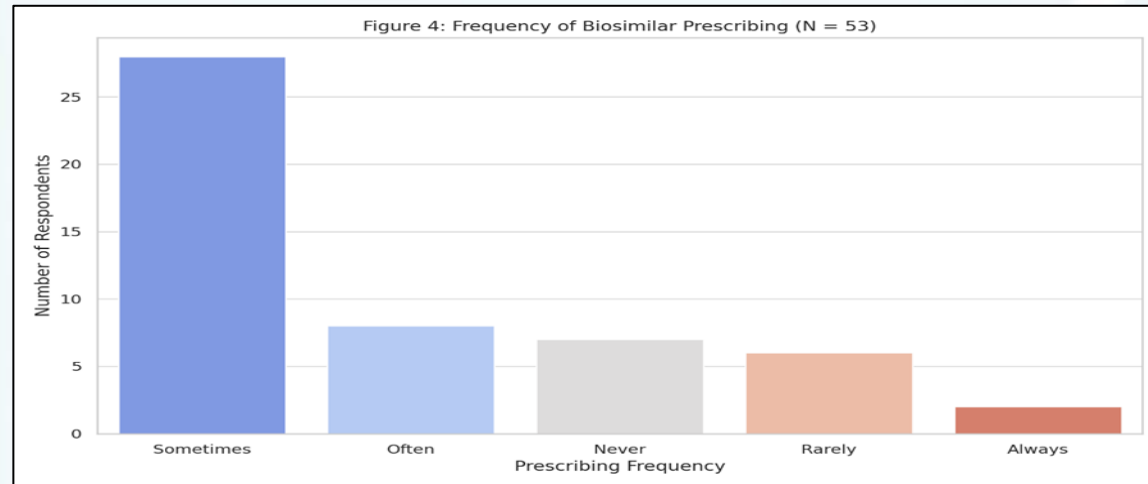


Figure 3 : Frequency of Biosimilar Prescription

Understanding Levels

41% basic, 40% moderate, 11% expert, 8% no knowledge.

Prescribing Frequency

4% always, 53% sometimes, 15% often, 13% never, 11% rarely.

Key Insight

Awareness doesn't always translate to consistent prescribing.

Patient Factors Influencing Prescribing :

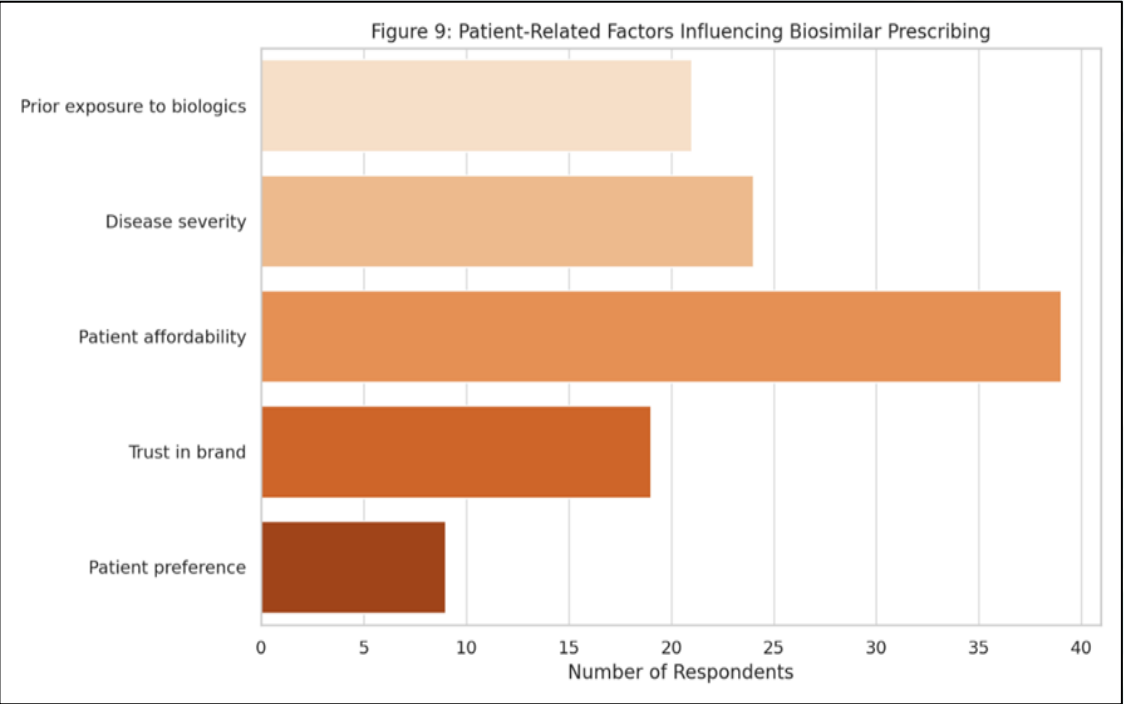


Figure 4 : Patient related factors influencing Biosimilars

74%

Cost to Patient

Major influence on
prescribing decisions

45%

Condition Severity

Impacts cautiousness
in prescribing.

40%

Prior Treatment

Influences decision to
switch or continue.

Major Challenges to Biosimilar Adoption

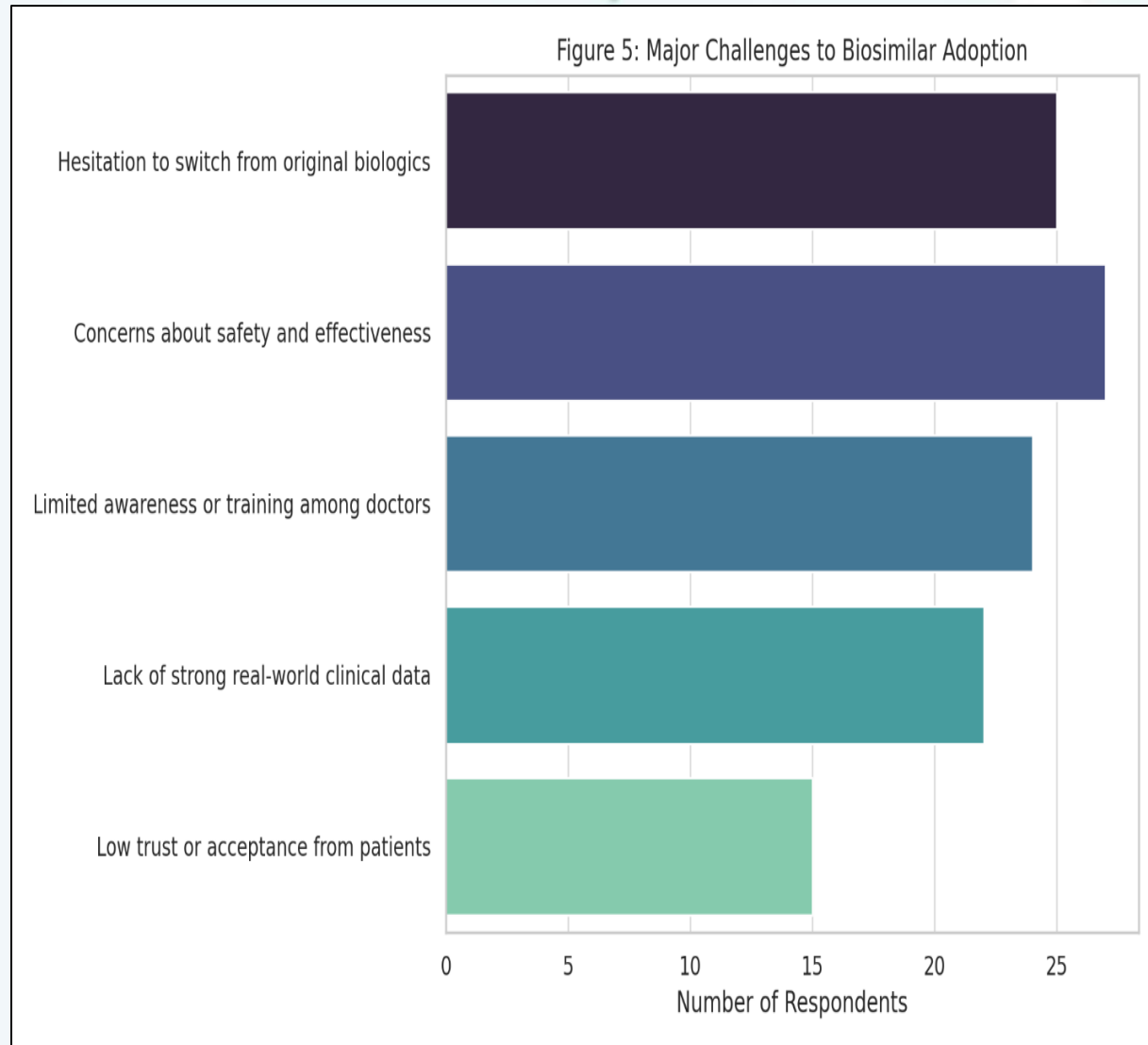


Figure 5 : Major challenges to Biosimilar Adoption

- **Safety & Effectiveness**

Concerns about immunogenicity and extrapolation of indications.

- **Reluctance to Switch**

Hesitation to change stable patient treatments.

- **Lack of Training**

Insufficient education and awareness among doctors.

- **Limited Real-World Data**

Demand for more post-marketing performance evidence.

Trust in Biosimilar stakeholders :

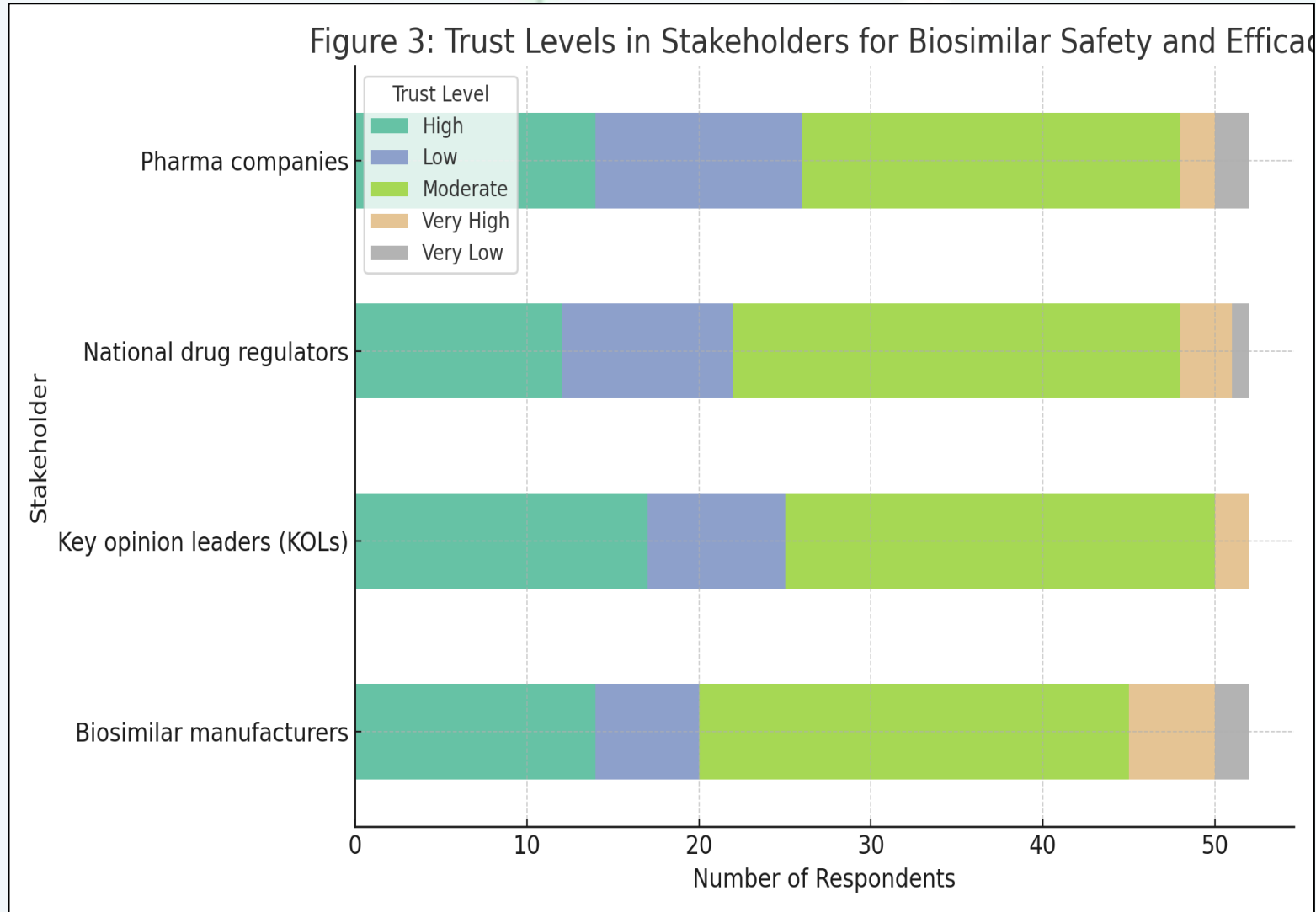


Figure 6 : Trust level in stakeholders

Regulators

49% moderate trust,
19% low trust.

Manufacturers

47% moderate trust,
15% low trust.

KOLs

42% moderate trust,
32% high trust.

Preferred Strategies to Boost Confidence in Biosimilars

CME Programs

Clinically rigorous, accessible, and endorsed training.

Peer-to-Peer Learning

Foster knowledge sharing among clinicians.

KOL Engagement

Empower trusted experts to share experiences and data.

Professional Societies

Partner for credibility and guideline development.

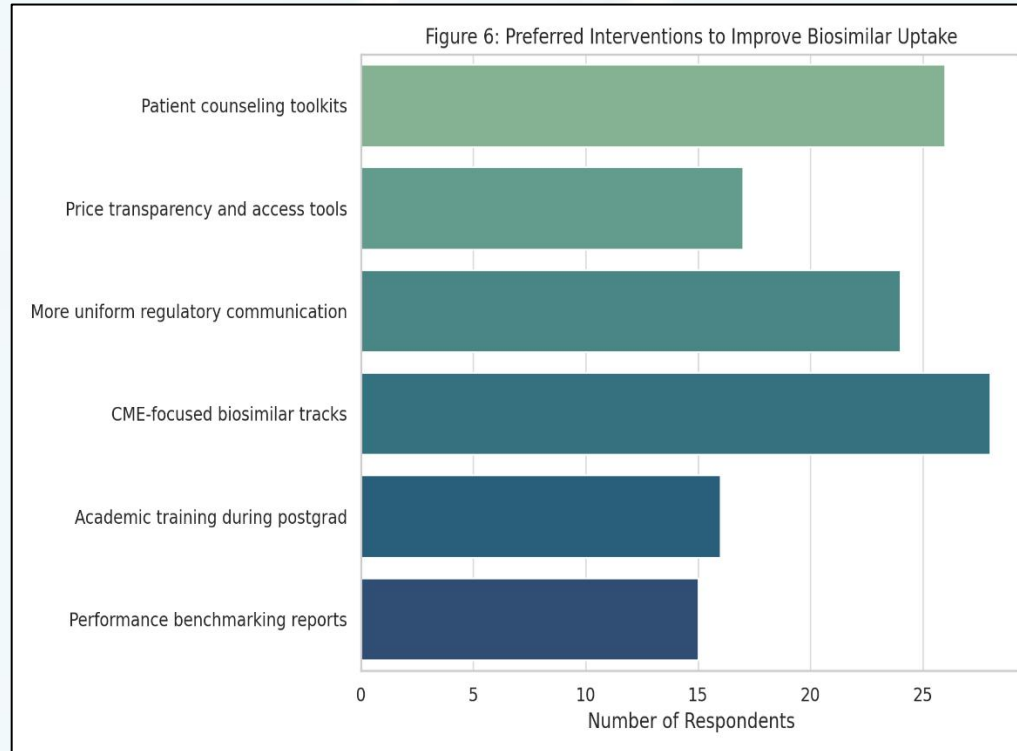


Figure 7 : Preferred interventions

Strategic Pillars according to survey :



Develop CME Programs

Create formal, CME-accredited training programs on biosimilars, covering science, clinical data, and real-world switching studies. These programs should be clinically rigorous and accessible to specialists.

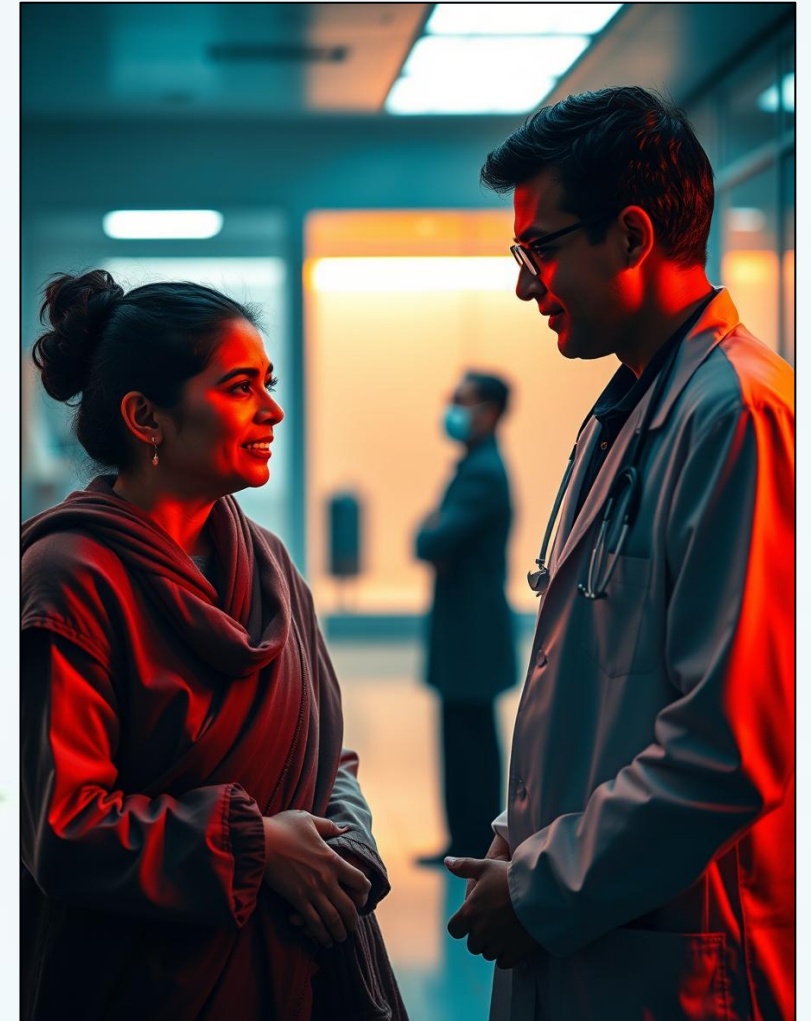
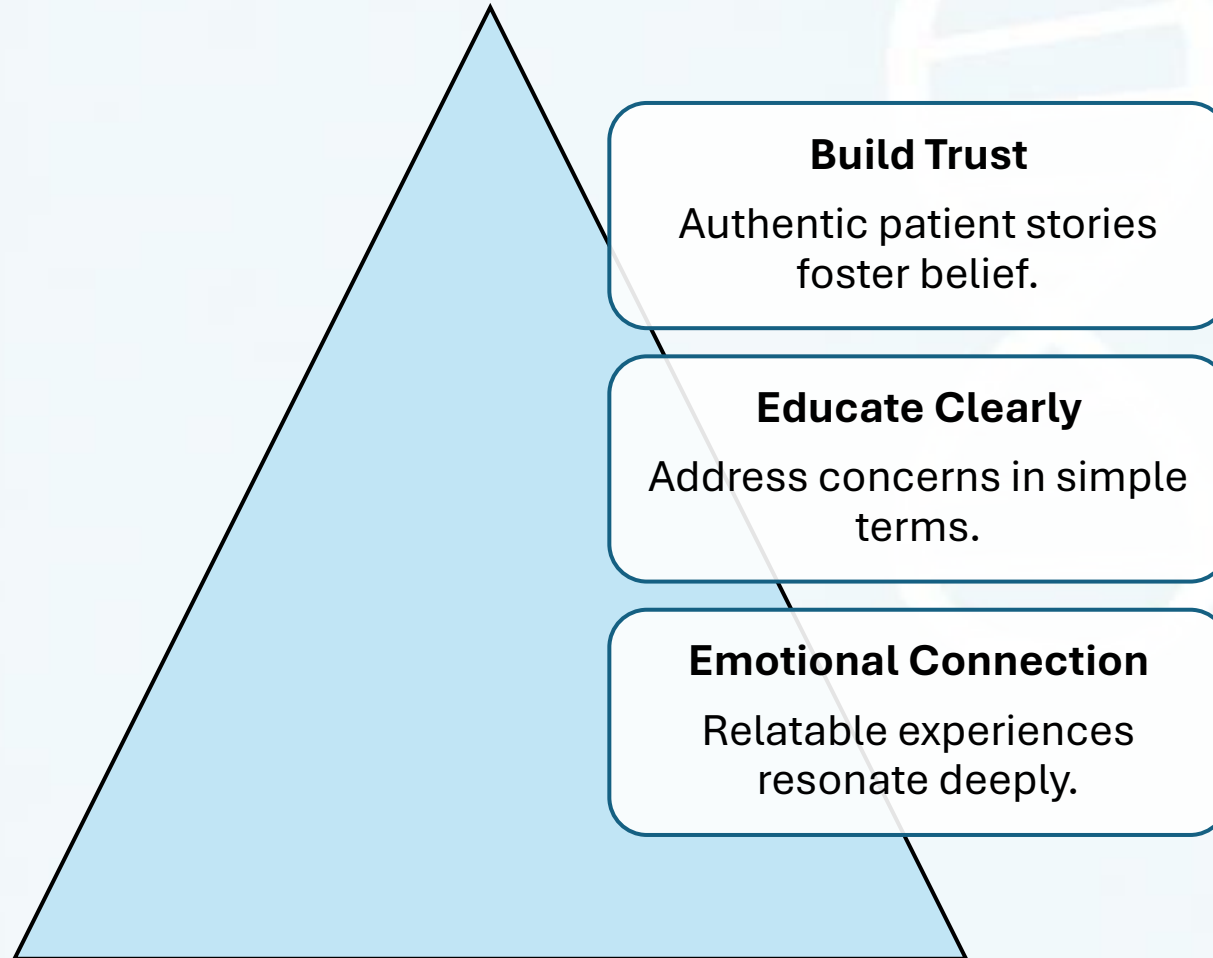


Patient Counseling Toolkits

Develop toolkits with brochures, infographics, and videos in local languages to help doctors explain biosimilars to patients. Materials should emphasize scientific similarity, cost savings, and global regulatory approvals. Printed brochures and handouts
Short, easy-to-understand videos
FAQs on safety, efficacy, and cost

Move Heart Before Mind: A Human-Centric Strategy for Biosimilar Adoption.

- **Kotler's H2H: Moving Heart, Then Mind**



Human-to-Human Marketing for Biosimilars in India

Emotional Connection through Patient Voices

In India, emotional connections drive decisions. Biosimilar marketing should feature real patient stories. Their testimonials on affordability and access build trust.



Localized Storytelling

Record patient testimonials in regional languages. Share these short videos on YouTube, WhatsApp, or during clinic visits. This human-centric approach resonates deeply.



Address Concerns with Clarity

Create simple videos and brochures addressing common patient concerns. For instance, "Is it safe?" or "Does cheaper mean less effective?" Use clear, friendly local language.



Conclusion :

- This study explored how healthcare providers (HCPs) perceive biosimilars and developed a marketing strategy to improve their adoption in clinical practice.
- Key concerns remain around **safety, effectiveness** and **switching** from originator biologics . Moderate **trust** in **regulators** and **pharma companies** also contributes to slow adoption . Prescribing decisions are strongly influenced by **patient affordability**, indicating a need for cost-effective solutions backed by trust.
- The most effective interventions are: **education, clear communication**, and **patient support tools**.
- Therefore, a **multi-layered approach** is needed, combining: **CME programs, Key Opinion Leaders, patient education kits** .
- This integrated framework aligns with HCP needs and should be **tracked over time** to assess real-world impact.

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Thank You