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Synopsis

(a) Introduction

Biologic treatments have revolutionized care for chronic conditions but are often too costly. Biosimilars, which are similar and more affordable alternatives, provide a promising solution. However, adoption in areas like oncology and immunology is still low due to hesitation among healthcare professionals (HCPs). This study focuses on understanding their concerns and proposing a targeted marketing approach to encourage biosimilar use.

(b) Review of Literature

Globally, biosimilar acceptance varies. European nations have achieved high adoption due to favorable policies, while in the U.S., uptake is slowed by insurance and trust issues. Many HCPs still confuse biosimilars with generics, leading to uncertainty. Patient understanding is minimal, and though Indian regulations are improving, trust gaps remain. Effective marketing must be educational, peer-led, and based on real evidence rather than incentives.

(c) Theoretical/Conceptual Framework

The study uses Kotler's Human-to-Human (H2H) marketing framework, emphasizing emotional storytelling and trust as tools to influence provider behavior. It combines behavior change theories with integrated marketing principles to develop a strategy grounded in education and credibility.

(d) Research Gap

Few studies combine direct feedback from HCPs with a literature-based strategy to promote biosimilars. This research fills that gap by offering a tailored marketing framework informed by both primary and secondary data.

(e) Research Questions

1. What are HCPs' current perceptions and practices regarding biosimilars?
2. What factors hinder or help their adoption?

3. What do HCPs need to prescribe biosimilars more confidently?
4. How can a marketing framework address these areas?

(f) Research Objectives

1. Examine HCP awareness and prescribing patterns.
2. Identify barriers and motivators in biosimilar use.
3. Collect practical suggestions from HCPs.
4. Incorporate recent research to broaden insights.
5. Build a strategic marketing plan tailored to HCP needs.

(g) Methodology

A mixed-method design was used, including a survey of 53 healthcare professionals and a literature review. The survey covered HCPs across various specialties and explored perceptions, usage, and needs. Ethical standards were upheld with voluntary, anonymous participation.

(h) Plan of Analysis

Survey data were examined using descriptive statistics and visual aids. Key trends such as knowledge, concerns, and prescribing behavior were identified. These insights were matched with findings from recent research to inform the strategy.

(i) Tentative Chapter Plan

1. Introduction – Study background and purpose
2. Literature Review – Global adoption and influencing factors
3. Methodology – Research tools and techniques
4. Results – Analysis of survey findings
5. Discussion – Insights and marketing recommendations
6. Conclusion – Summary and strategic implications