

SYNOPSIS DISSERTATION 2025

NAME: SARTHAK JOSHI (0517)

MBA PM-15

Faculty Guide : Dr. Sudhinder Singh Chowhan

Title:

Reshaping Healthcare Provider Perceptions: Developing an Integrated Marketing Framework for Biosimilar Adoption in Specialty Care.

Abstract

Biosimilars present a more affordable option compared to reference biologics in specialty medical care, yet their uptake is hindered by doubts among healthcare professionals (HCPs). This study seeks to examine HCP attitudes toward biosimilars and create an integrated marketing framework to boost their adoption. A mixed-methods approach will be utilized, involving surveys and interviews with HCPs to evaluate the factors that affect their prescribing practices. The research will also analyze current marketing tactics and suggest a holistic model that includes education, financial incentives, and regulatory support. The anticipated results comprise increased confidence among prescribers, greater market penetration, and better patient access to biologic treatments.

Introduction

Biosimilars are essential for lowering healthcare expenses and enhancing access to biologic therapies, especially in fields like oncology, immunology, and rheumatology. These biologic alternatives offer patients more cost-effective choices while maintaining similar efficacy and safety compared to their reference biologics. Nonetheless, even with regulatory endorsements, their acceptance in the market is slow due to doubts from healthcare providers (HCPs).

A major concern for HCPs is the ambiguity regarding the efficacy, safety, and interchangeability of biosimilars. Physicians frequently feel reluctant to transition patients from reference biologics to biosimilars due to insufficient real-world evidence, potential risks of immunogenicity, and a limited understanding of substitution policies. Furthermore, patient reluctance and payer-influenced prescribing practices make the adoption process even more challenging.

This study aims to examine the elements influencing healthcare professionals' perceptions and to suggest a cohesive marketing approach that tackles these issues and promotes the adoption of biosimilars in specialty care. By concentrating on education, financial incentives, and regulatory backing, this research intends to offer practical strategies to boost confidence among healthcare professionals and increase the utilization of biosimilars in specialized therapeutic

Objectives of the Study

- To examine the primary elements that shape healthcare professionals' views on biosimilars.
- To assess the impact of current marketing strategies on the adoption of biosimilars.
- To create a comprehensive marketing framework that boosts prescriber confidence and encourages market uptake

Literature Review

Current studies emphasize difficulties in the uptake of biosimilars, such as insufficient education, uncertainties in regulation, and resistance from patients. Research suggests that specific educational initiatives, financial incentives, and supportive policies can enhance healthcare provider confidence. Nonetheless, there are gaps in research regarding the collective effect of these elements within a systematic marketing framework. This research intends to fill this void by combining various strategic methods into a unified adoption mode

Methodology

- Mixed-method approach (qualitative and quantitative) for the research design
Sampling Techniques & Participants: Specialty care physicians (immunology, rheumatology, and cancer) will be questioned and surveyed.
- Data collection techniques include secondary data analysis of market trends, in-depth interviews, and online surveys.
- Ethical Considerations: Informed consent and participant data confidentiality will be guaranteed.

Expected Outcomes

- Increased HCP awareness and acceptance of biosimilars.
- A structured marketing framework that incorporates education, incentives, and policy support.
- Improved market penetration and patient access to cost-effective biologics

Reference

- **Blackstone, E. A., Fuhr, J. P., & Pociask, S. (2013).** The Economics of Biosimilars: Market Entry and Competition. *American Health & Drug Benefits*, 6(8), 469–478.
- **Davio, K. (2019).** **Physicians' Views on Biosimilars:** Challenges and Opportunities for Adoption. The Center for Biosimilars.
- **U.S. Food and Drug Administration (FDA). (2021).** Biosimilar and Interchangeable Products. Retrieved from <https://www.fda.gov>
- **World Health Organization (WHO). (2019).** Guidelines on Evaluation of Similar Biotherapeutic Products. WHO Technical Report.