

MEDICO-MARKETING: BRIDGING SCIENTIFIC CREDIBILITY AND STRATEGIC PROMOTION IN THE PHARMACEUTICAL INDUSTRY.

Presented by Vedant Bhatt

Pharmaceutical Management | 0489

Guided by : Dr. Saurabh Kumar Banerjee



Overview

- **Introduction**
- **Objective**
- **Research Questions**
- **Problem Statement**
- **Significance**
- **Literature Review**
- **Gap Analysis**
- **Methodology**
- **Medico-Marketing**
- **Ethical Considerations**
- **Challenges**
- **Implications**
- **Results**
- **Conclusion**
- **Acknowledgement**

Introduction

Medico-marketing is an evolving discipline that integrates scientific communication with strategic marketing to enhance the **credibility and effectiveness** of **pharmaceutical promotion**. It involves the structured dissemination of evidence-based, product-related information to key stakeholders, including **doctors**, nurses, chemists, and **patients**. By aligning promotional messaging with robust clinical data and adhering to **regulatory compliance standards**, medico-marketing ensures that healthcare communication remains ethical, accurate, and trustworthy. Core tools such as medical writing, **Continous Medical Education (CME)** programs, **Key Opinion Leader (KOL)** engagements, and **digital content** platforms play a pivotal role in facilitating this integration, ultimately fostering informed decision-making and strengthening stakeholder confidence in pharmaceutical brands.

Objectives

Aim: Examine the strategic role of medico-marketing in linking science and promotion.

Objectives:

- Define scope/functions of medico-marketing.
- Evaluate stakeholder trust and brand perception.
- Assess integration with marketing, sales, regulatory.
- Identify implementation challenges and best practices.

Research Questions

- 1 What is the strategic significance of medico-marketing in pharma communication?**
- 2 What barriers exist in aligning scientific and promotional objectives?**
- 3 How does it shape HCPs' perception of brands?**

Problem Statements

1

- **Traditional pharma marketing often neglects scientific integrity.**
- **Ethical boundaries are blurred due to commercial pressure.**

2

- **Medico-marketing is misunderstood, inconsistently applied.**
- **Lack of frameworks leads to weak compliance and trust gaps.**

Literature Review

01

- **Gupta & Nayak: RMAs serve as scientific bridges between pharma and HCPs.**
- **Banerjee & Dash: E-detailing improves HCP trust via credible education.**

02

- **Sillup et al.: KOL and RMA engagement enhances promotional credibility.**
- **Ahmed et al.: Emphasizes scientific accuracy in communication mix.**

03

- **Nandy M.: Indian pharma increasingly aligns strategy with ethical promotion.**
- **Lerer L.: Digital segmentation improves strategic targeting and engagement.**

Significance of the Study

Why this study matters?

- **Pharma needs a credible, compliance-driven promotional approach.**
- **Builds long-term trust with HCPs and regulatory bodies.**
- **Supports evidence-based, transparent brand communication.**
- **Critical for sustainable growth and patient safety.**

Gap Analysis

Key Gaps Identified

- Lack of a unified medico-marketing framework.
- Medico-marketing often perceived as secondary to sales.
- Inconsistent stakeholder engagement models.
- Insufficient KOL and digital integration.

Methodology

Quantitative | Literature Review

- **Duration:** March 10 – May 31, 2025 (Internship at OneAlphamed)
- **Sources:** Research papers, UCPMP guidelines, digital assets.
- **Tools Used:** MS Word, Excel, PowerPoint; MS Teams, Outlook.

Observation | Expert Discussions



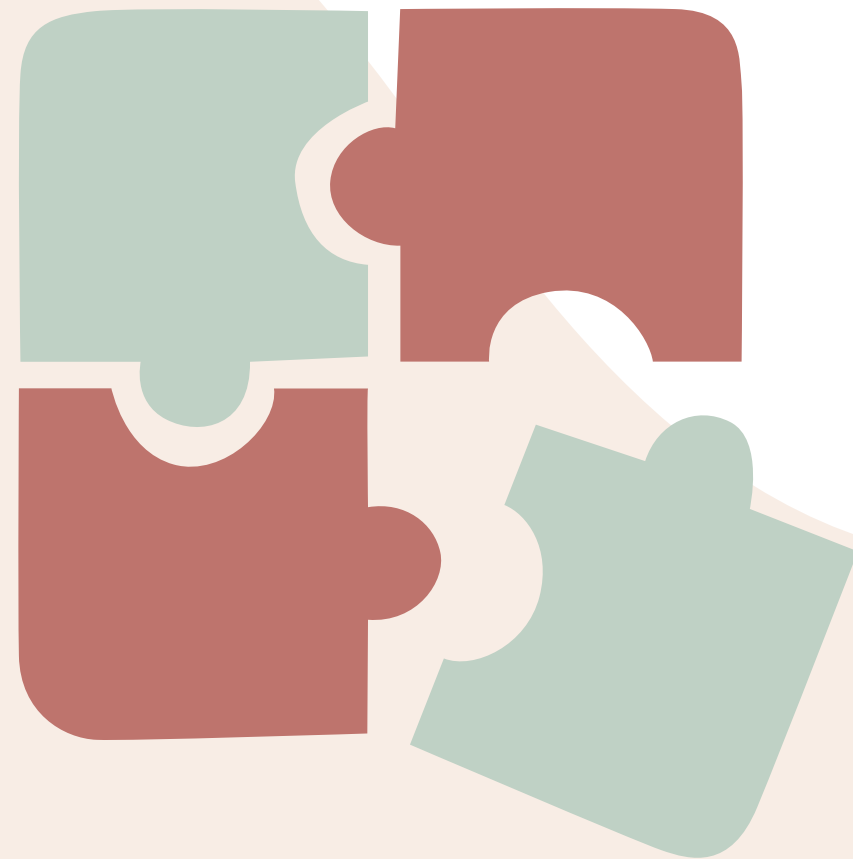
What is Medico Marketing?



The Concept of Medico-Marketing

- **Integrates strategic marketing with medical science.**
- **Involves: Scientific writing, CME, digital campaigns, regulatory compliance.**
- **Supports brand positioning through evidence-based messaging.**
- **Promotes collaboration with KOLs and HCPs.**

Medico-Marketing Strategy in Action



Implementation and Components

- **Medical writing:** Product monographs, clinical summaries, scientific brochures.
- **CME programs:** Keep HCPs updated on treatment advances.
- **KOL Engagement:** Builds peer credibility and therapeutic relevance.
- **Digital tools:** Webinars, animations, AI chatbots for scientific messaging.

Ethical Considerations

- **NDA-compliant data access.**
- **No use of proprietary/internal documents in public domain.**
- **Participants anonymized and not recorded.**
- **Consent-driven, voluntary participation.**

Organizational Challenges

Barriers to Implementation

- **Budget limitations; viewed as a non-revenue function.**
- **Resistance to change from traditional sales teams.**
- **Unclear KPIs for medico-marketing success.**
- **Lack of cross-functional training and collaboration.**

Discussion and Strategic Implications

1

Medico-marketing shifts brand strategy from "promotion" to "education."

2

Integrated teams deliver more credible campaigns.

3

Data-driven personalization will shape the next decade.

4

Strategic KOL partnerships are long-term value drivers.

Results – Key Observations

- **Integration of medical and marketing teams.**
 - **Scientific content used as central promotional asset.**
 - **Structured reviews by internal and KOL experts.**
 - **CME and digital campaigns reinforce scientific messaging.**
-
- **Digital tools: webinars, e-detailing, AI-based FAQs, animations.**
 - **Personalized content based on therapeutic focus.**
 - **KOLs central in building scientific trust.**
 - **Medico-legal review boards ensure compliance.**

Conclusion

- **Medico-marketing is essential for ethical pharma branding.**
- **Builds credibility among HCPs and regulators.**
- **Enhances scientific storytelling through credible sources.**
- **Digital transformation is redefining its scope and reach.**



Acknowledgment

Sincere gratitude to IHMR University and OneAlphamed

Special thanks to Dr. Saurabh Banerjee and mentors

Thank you!