

# SYNOPSIS

## Dissertation Topic

“Medico-Marketing: Bridging Scientific Credibility and Strategic Promotion in the Pharmaceutical Industry”

Under the Supervision and Guidance of

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**1. Title:** Medico-Marketing: Bridging Scientific Credibility and Strategic Promotion in the Pharmaceutical industry.

**2. Introduction:**

The pharmaceutical industry operates in a complex environment where scientific integrity, regulatory compliance, and commercial success must align seamlessly. Medico-marketing companies have emerged as critical players in this ecosystem, bridging the gap between pharmaceutical marketing teams and the scientific rigor demanded by healthcare professionals and regulators. Unlike traditional marketing agencies, medico-marketing firms specialize in crafting medically accurate, evidence-based content that aligns with regulatory standards while supporting brand strategy and physician engagement.

As the industry shifts towards value-based care, informed decision-making, and greater transparency, the role of medio-marketing firm has expanded from content creation to strategic communication partners.

**Problem statement:** The study explores how medico-marketing bridges the gap between scientific credibility and strategic promotion in the pharmaceutical industry.

**3. Research question:**

1. What is the strategic significance of medico marketing in pharmaceutical brand communication?
2. How does medico-marketing influence the perception of pharmaceutical brands among healthcare professionals?
3. What challenges do they face in aligning scientific and marketing goals?

**4. Objectives:**

1. To map the function and strategic placement of medico marketing firms in pharmaceutical sector.
2. To explore how they help maintain regulatory-compliant, evidence-based communication.
3. To analyze the challenges in balancing scientific integrity and brand promotion.
4. To assess trends and opportunities in the medico-marketing domain.

**5. Hypothesis:**

H1: Does medico-marketing enhance the credibility of pharmaceutical promotional strategies?

H2: Does the integration of medico-marketing improve the compliance and effectiveness of brand communication with healthcare professionals?

## **6. Materials and Methods:**

**Study Design:** The study will involve a detailed review of existing literature, case studies, industry reports, and relevant data sources to explore medico-marketing influence.

**Study Setting:** Insights from Onealphamed to understand the significance of medico marketing

**Duration of study:** 12<sup>th</sup> March – 31<sup>st</sup> May (3 months)

**Data Sources:** Academic journals, industry reports, insurance policy documents, regulatory publication.

**Data Collection procedure:** Secondary research will be conducted by reviewing data sources that focuses on medico-marketing

## **7. Data analysis plan:**

Reviewing literature, conducting comparative analysis, identifying gaps.

## **8. Ethical Considerations:**

The study will be based on secondary research; hence, data will be properly cited, and plagiarism will be avoided.

## **9. Implication of research:**

This study will highlight how effective integration of medico-marketing enhance trust with healthcare professionals, improve brand credibility, and support long term commercial success in a regulated industry.

## **10. References:**

References will be selected from relevant and credible sources and all the citation will be properly acknowledged using the Vancouver referencing style.