

Internship
at
IIHMR UNIVERSITY, JAIPUR



For the partial fulfilment for the award of the degree
of Master of Business Administration
MBA Pharmaceutical Management

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1. INTRODUCTION

In the competitive pharmaceutical industry, brand perception plays a vital role in influencing doctors' prescribing behavior. Medical Representatives (MRs) act as the primary interface between pharmaceutical companies and healthcare professionals. My internship focused on understanding how MRs contribute to shaping doctors' brand preferences through product detailing, relationship building, and strategic promotion. The report documents my experience of field visits, doctor interactions, training modules, and brand analysis conducted during the internship.

2. RESEARCH QUESTIONS

- How do medical representatives influence the brand perception of pharmaceutical products among doctors?
- What communication strategies and tools are most effective in enhancing brand recall?
- What role do MRs play in establishing long-term trust and loyalty toward a pharmaceutical brand?
- How does the frequency and quality of MR visits affect prescribing behavior?

3. LITERATURE REVIEW

Studies have shown that MRs significantly affect the decision-making process of healthcare professionals through regular interaction, product information sharing, and relationship building. Literature also suggests that the success of a pharmaceutical brand is not solely dependent on product efficacy but also on how it is perceived and positioned by the MR. Effective personal selling, scientific communication, and ethical promotion are crucial to brand image enhancement in the minds of prescribers.

4. OBJECTIVES

- To study the impact of MR activities on physicians' brand preferences
- To analyze doctor feedback on the effectiveness of communication and promotional tools used by MRs
- To evaluate how MR interactions influence trust and prescription intent
- To identify areas where MRs can improve their role in brand building

5. HYPOTHESIS

Regular, professional, and informative interactions by medical representatives positively influence doctors' perception of pharmaceutical brands, leading to higher trust, recall, and prescription frequency.

6. DATA COLLECTION PROCEDURE

Primary data was collected through structured interviews with doctors, MR observation logs, and feedback forms post detailing sessions. Secondary data was referred from journals, industry reports, and training manuals on pharmaceutical marketing and brand management.

7. STUDY DESIGN

The study followed a mixed-method approach, combining observation-based fieldwork with qualitative interviews and analysis of doctor feedback forms.

8. DURATION OF STUDY

May 2025 – June 2025

9. SAMPLE SIZE

The sample included 25 doctors (general physicians and specialists) and observations of 5 medical representatives during their field visits across 3 zones (urban and semi-urban).

10. SAMPLING TECHNIQUE

Purposive sampling based on availability of doctors and MRs willing to participate during scheduled field visits.

11. PRIMARY DATA

Doctor feedback forms, MR interaction logs, and real-time detailing session observations.

12. SECONDARY DATA

Company-provided training material, pharmaceutical marketing case studies, industry publications, and reports on MR effectiveness.

13. DATA ANALYSIS PLAN

Qualitative data were categorized based on themes like MR communication, promotional material usage, and doctor engagement. Quantitative data from feedback forms were analyzed using percentage analysis and pie charts to visualize trends.

14. OPERATIONAL DEFINITIONS

- Medical Representative (MR): A professional responsible for promoting pharmaceutical products to doctors and pharmacists.
- Brand Perception: The way a healthcare professional views and emotionally connects with a pharmaceutical brand.
- Detailing: The act of explaining a pharmaceutical product's features, benefits, and indications to a healthcare provider.
- Prescribing Behavior: The decision-making process of doctors when choosing a brand to prescribe.

15. ETHICAL CONSIDERATIONS

Doctors' consent was taken prior to conducting interviews and recording observations. No confidential or patient-related information was collected. Anonymity of both doctors and representatives was maintained throughout the study.

16. IMPLICATIONS OF STUDY

This study offers insights into the critical role MRs play in shaping brand perception. It highlights the need for structured MR training, ethical communication, and relationship-focused strategies to build long-term brand trust. These findings can help pharmaceutical companies improve their field force effectiveness and design more impactful brand communication programs.