

Impact of Medical Representative in Building Brand Perception

Presented by: Animesh Badole
MBA (Pharmaceutical
Management), IIHMR University

Introduction

- Definition of a Medical Representative (MR)



- Importance of brand perception in pharma



- Role of MRs as a bridge between pharma companies and HCPs

Objectives of the Study

1

- Understand how MRs influence doctor perception

2

- Evaluate their role in shaping brand identity

3

- Analyze tools and techniques used by MRs for branding

Role of MR in Pharma Branding

- Personal selling & product detailing

- Building long-term relationships with doctors

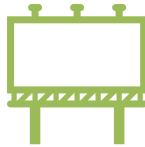
- Acting as brand ambassadors

- Feedback collection for product improvement

Key Strategies Used by MRs



- Scientific communication



- Product samples and promotional material



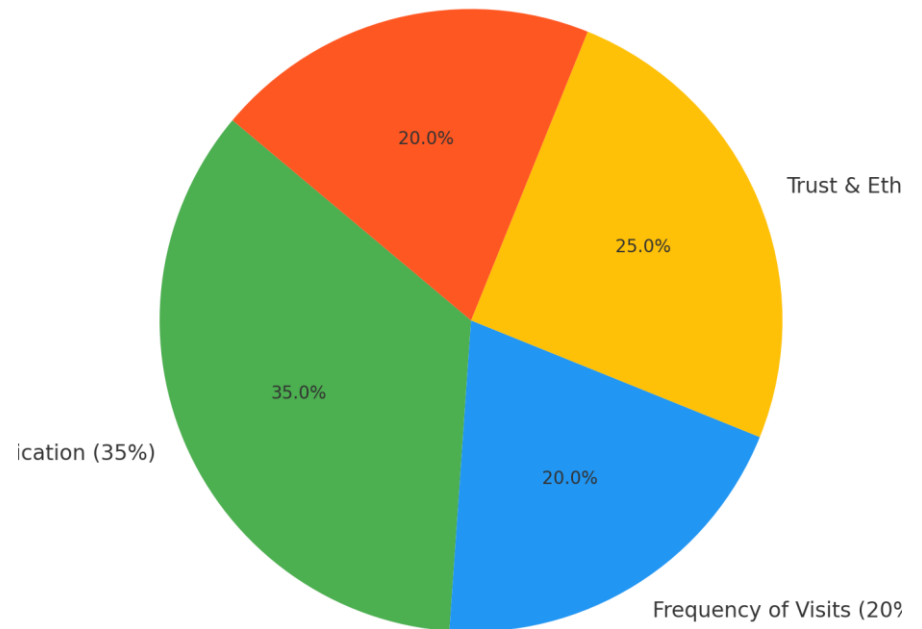
- CME sponsorships



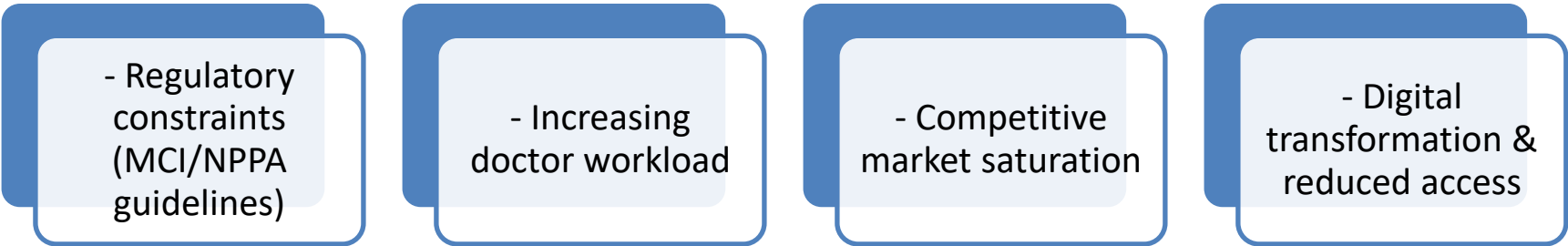
- Doctor engagement programs

Key Factors Influencing Brand Perception

Key Factors Influencing Brand Perception by MRs
Transparency & Feedback Handling (20%)



Challenges Faced by MRs



- Regulatory constraints (MCI/NPPA guidelines)

- Increasing doctor workload

- Competitive market saturation

- Digital transformation & reduced access

Digital Role of MRs Post-COVID



- USE OF DIGITAL
TOOLS (E-DETAILING,
VIDEO CALLS)



- WHATSAPP/EMAIL-
BASED
COMMUNICATIONS

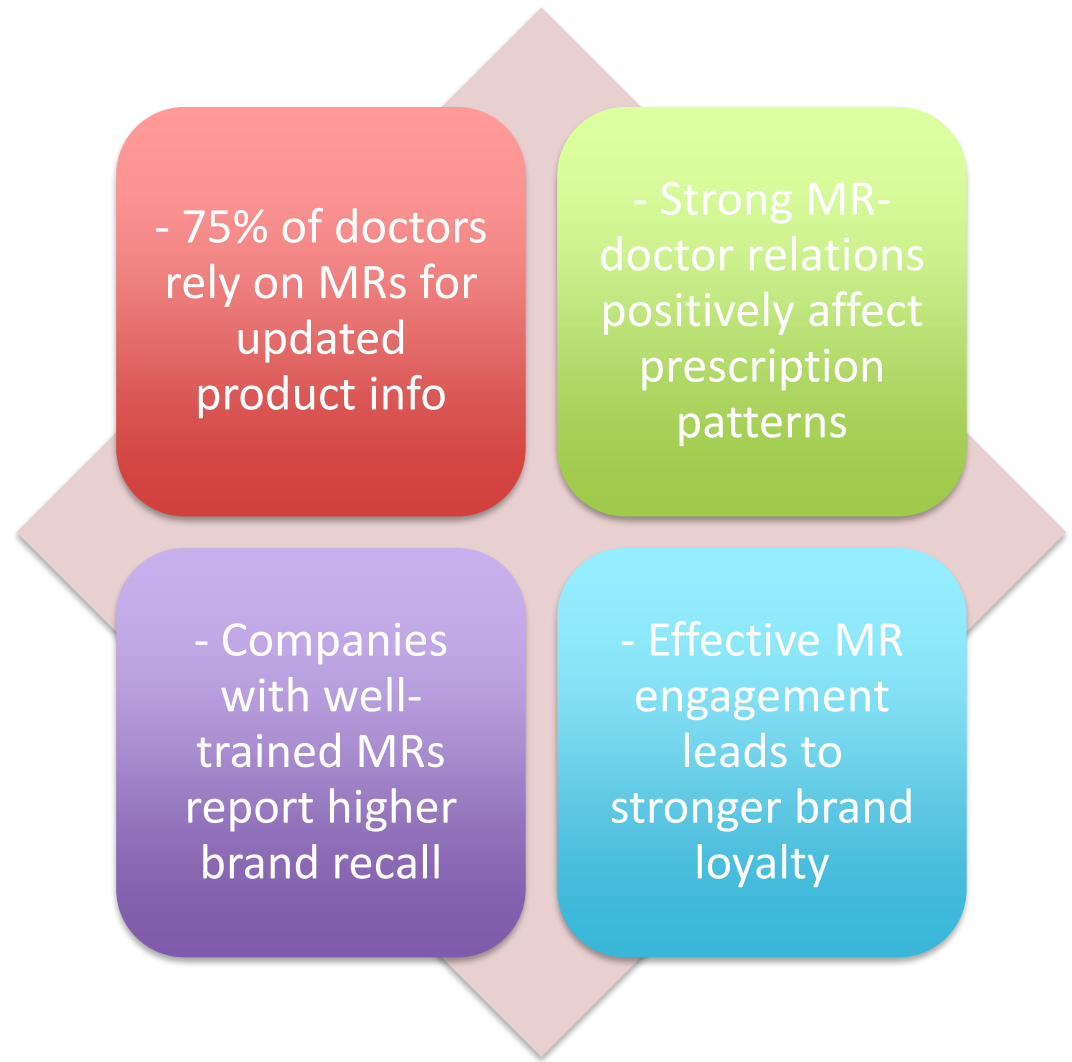


- CRM AND DATA-
DRIVEN
ENGAGEMENT



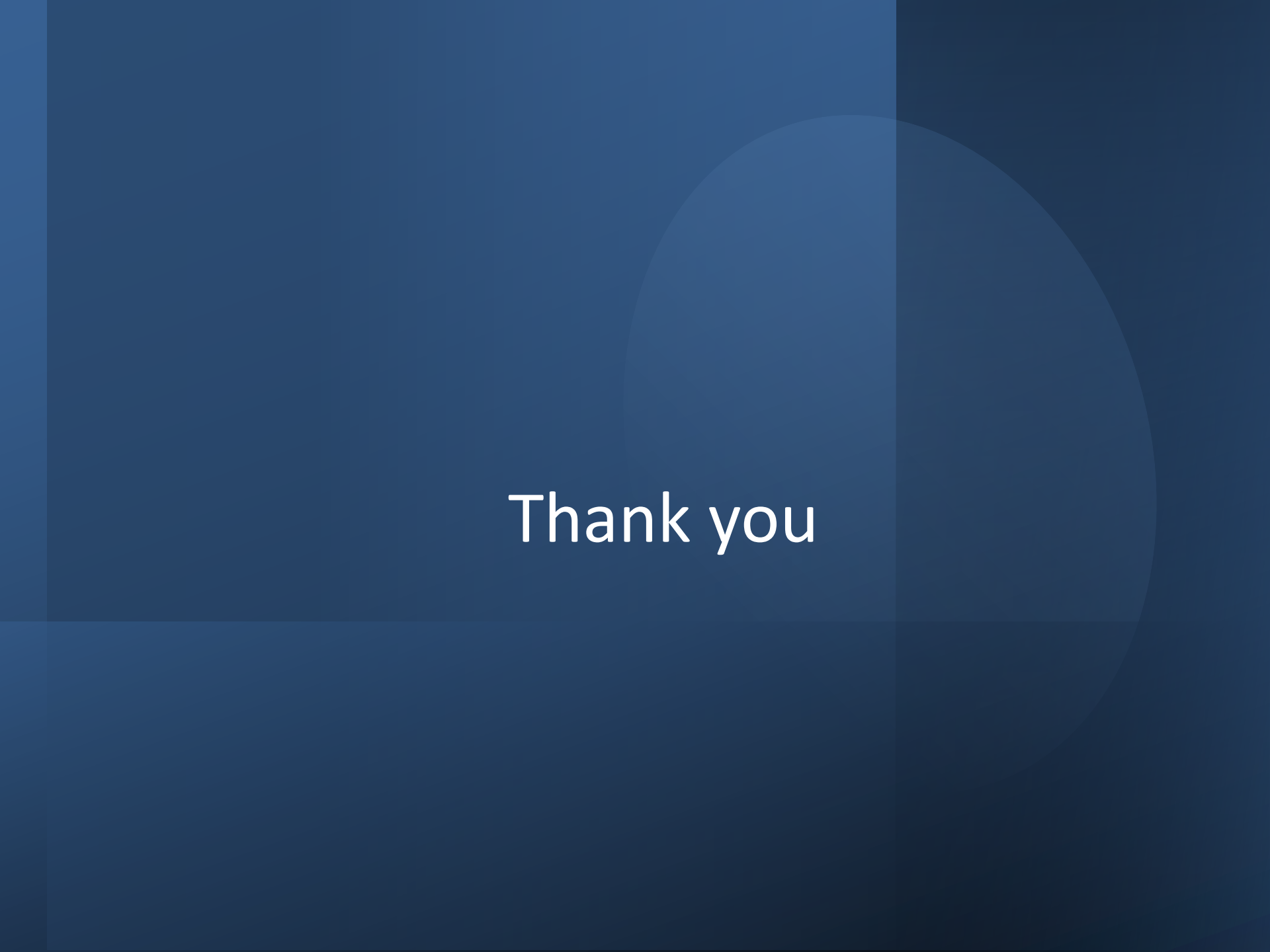
- VIRTUAL DOCTOR
MEETINGS &
WEBINARS

Result / Key Insights



Conclusion

- - MRs play a pivotal role in building & maintaining brand perception
- - The future demands a hybrid model: digital + field force
- - Training & continuous learning is crucial for MRs



Thank you