

Impact of Promotional Tools in Influencing Doctor's Prescription Behaviour

By

Bhumika Bhatnagar

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Impact of Promotional Tools in Influencing Doctor's Prescription Behaviour

By

Bhumika Bhatnagar

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020

Kelper Healthcare Pvt.Ltd., Ahmedabad



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

The certificate is awarded to

Bhumika Bhatnagar

In recognition of having successfully completed her

Dissertation in the department of

MARKETING

And has successfully completed her project on

**"IMPACT OF PROMOTIONAL TOOLS IN INFLUENCING DOCTOR'S
PRESCRIPTION BEHAVIOUR"**

from 03/03/2020 to 10/06/2020

in **Kepler Healthcare Pvt. Ltd.**

She comes across as a committed, sincere & diligent person who
has a strong drive and zeal for learning.

We wish her all the best for future endeavours.

Benis
18/6/2020
Department Head

PF 18/6/2020
Manager – Human Resource

Kepler Healthcare Pvt. Ltd.

Admin Office : "PARAS", 7-Vidyanagar Society, Part-III, Opp. Vidyanagar School, Usmanpura, Ahmedabad-380 013 (Guj.) INDIA

Regd. Office : B5 Kanchan Pharma House, National Highway No. 8, Aslali, Ahmedabad - 382 427

Phone : 079 3014 4400 | Email : info@keplerhealthcare.com | Web : www.keplerhealthcare.com | CIN : U24230G17013PTC074449



Abstract

Background – Pharmaceutical companies are dependent on their marketing strategies to influence prescription behaviour of doctor. The main objective of this research is to examine the impacts of various marketing strategies used by pharmaceutical companies to influence prescribing pattern of doctor.

Material and Methods –Sampling was done by non -probabilistic method. A cross sectional study was conducted. A self -administered questionnaire was used . Data was statistically analysed by using MS-excel.

Results – Results have shown that there is a correlation between pharmaceutical marketing strategies and doctor's prescription behaviour . Most of the promotional tools were mostly motivates doctors to prescribe a brand . The major marketing tools which influences the most are frequent visit of MR , Drug samples , scientific literature . Product samples are used to treat patients and to see the effect of new product on the patients. Gifts are considered as a non-ethical practice by some doctors.

Conclusion – The study gives different insights on various promotional tools used by pharmaceutical companies. The marketing manager can use these findings to design their marketing strategies and also they can allocate or invest their budget accordingly.

Table of contents

1.0 Introduction	3
1.1 Pharmaceutical Marketing.....	3
1.3 Pharmaceutical tools	4
1.4 Samples	4
1.5 Sponsorship and gifts	4
1.6 Impact of medical representative.....	5
2.1 Literature Review.....	6-8
3.1 Objective	9
3.2 Research Methodology.....	10
4.0 Data Analysis & Interpretation	12-18
5.0 Conclusion.....	19
6.0 Recommendations.....	20
7.0 Bibliography.....	21

CHAPTER-1

INTRODUCTION

1.1 Pharmaceutical Marketing

Pharmaceutical industry plays a critical role for the wellbeing of society.

The marketing of drug or any clinical pharmaceutical service or program is considered as pharmaceutical marketing. In simple words it comprises the set of business activities that leads to sales of products or drugs.

The primary source of revenue for pharma companies are prescription drugs and marketing activities for these drugs are the top most priority of company.

Pharmaceutical marketing is different from other sectors as here doctors have power to decide which drug the patient will purchase, so promotional activities focus mainly on influencing the decision of doctors and companies pay more attention to doctors than patients.

Pharmaceutical companies use various promotional tools to educate, update and inform doctors about the various drugs used to treat diseases and also to influence the prescribing behaviour.

A wide variety of promotional tools offered by pharma companies changes the prescription behaviour of doctors such as drug or product samples, literature (print media), Medical journals / books, sponsorship or participation in conferences, continuous medical education (CME), digital promotions, high value gifts, organising camps, travel expense etc.

Numerous studies have shown that pharmaceutical promotional activities and advertising has ability to change prescriber's attitude and as well as their endorsing practices. Evidence has shown that every year companies invest a huge amount on doctors to alter their prescribing activities and in return companies expect 4.5 to 10 times business.

Nowadays company is spending more in marketing activities as compared to research and development.

Many doctors consider visits of medical representative as a useful and effective source of knowledge which cannot be given by other part of healthcare system while many think that frequent communication between MR and doctor leads to irrational use of drug.

1.2 Promotional tools used by pharma companies

Pharmaceutical companies use various types of promotional strategies to influence doctor's prescription decision.

Various type of activities performed by companies are product samples, regular visits of representatives, providing subscription of journals or E-books, participation in CME's or

conferences, high value & low value gifts, free camps, digital promotions through website/E-mails/SMS etc., sponsorships, travel expense, scientific literatures and updates, print media promotions, free medical camps.

1.3 Samples

Studies have shown that freeproduct samples which are given to doctors has a statistically significant and positive effect on number of new prescription. Samples are mostly given when the product is new in the market. Also samples has potential impact on safety of patients. However, some researches has been conducted on irrational use of drug samples. Doctor may learn about the product effectiveness via detailing/literature or patient experience. Thus, sample is an important promotional tool .

1.4 Sponsorships and gifts

Many pharma companies pay on behalf of doctors for various medical conferences and workshops to build a stronger relationship with doctors and to get ROI.

1.5 Impact of medical representative

Regular visit by smart medical representative with good communication and product knowledge is a useful promotional method which has high influence on doctor's prescription behaviour. This helps them to build a goodwill and also help them to educate doctors in a effective way.

A study was done on 235 residents in Midwest teaching hospital and it was seen that doctors were impressed by those medical representative who provide acute information, ethical and trustworthy.

According to Lidstone (1999), there are different buying stages of healthcare professionals.

- Unawareness to awareness – Product moves from zone of no knowledge to a condition where healthcare professionals knows about it.
- Awareness to interest – New product , concept , novelty leads to excitement or curiosity among healthcare professionals.
- Interest to evaluation – On the basis of need and above motivations , professional will analyse and evaluate the product benefit and advantages.
- Evaluation to trial- Healthcare professionals decides to use the product at the initial phase.
- Trial to usage – Product moves from trial to prescribing stage where professional has started prescribing,
- Usage to repeat usage – Final aim of company where product moves from occasional usage to constant usage.

SIGNIFICANCE OF STUDY

Pharmaceutical firms use to spend a certain amount of their budget (billions of dollars) on marketing and promotion.

The study was conducted to study the key variables which will help pharmaceutical firms to streamline their marketing strategy and helps them to invest their budget rationally to achieve maximum profits throughout the financial year.

This study help us to evaluate the importance and credibility attached to various promotion tools as information sources and to what extent these tools influence the prescription behaviour as perceived by physicians. Thus allowing companies to focus on major and most effective promotional tools and information sources and avoiding any wastage of budget.

CHAPTER - 2

LITERATURE REVIEW

1. Measuring the change in prescribing behaviour of doctors by using pharmaceutical industry promotional topic.

The objective was to study the impact of different promotional tools on doctor's prescription behaviour. In this research prescription behaviour was dependent variable whereas promotional tools like sponsorship, scientific, common, personal touch and personal selling were independent variable. The study was performed among 300 doctors working in private/government hospitals. Results had shown that there is a significant effect of various promotional tools on doctor's prescription behaviour. Individual significant and a positive relationship had been identified for sponsorship, scientific and common promotional tools whereas significant and negative relationship was identified for personal touch and personal selling tools on doctor's prescription behaviour.

2. Role of Medical representative in influencing medicine prescription behaviour of doctors.

The most important element of pharma marketing is the exchange of information, knowledge between medical representative and doctors. It is very important to understand doctor desires regarding selection of product which also gives opportunities to pharma companies to increase their revenue.

The result has shown that content/information, communication skills, professionalism, frequent visits of MR influence doctor's prescription behaviour.

3. Factors influencing prescription behaviour of physicians

The pharmaceutical marketing is becoming competitive day by day. Everyday different companies are launching different products which increases the size of the market.

In this study, a set of factors are taken which influence the prescription behaviour of doctors such as brand prescription, new drug in the market, sponsorships, conferences and drug samples.

To conclude the result, regression analysis has been used.

The influence is highly depends on how the medical representative promotes their brand. There are two main factors in the conclusion which has a high impact as compare to others i.e. New drug in the market and promotional tools.

4. Promotional tool effect on pharmaceutical marketing

In this study, survey method is used to study the opinions and views of sales field force in respect to the pharmaceutical marketing . This study has been carried out in order to find out tools which are used as a promotional tools and has a significance role on marketing .

The study shows that the most effective promotional tool is doctors detailing.

The use of drug samples also has significant effect on marketing . Apart from this CME programs, health camps are also successful marketing techniques especially on anti-diabetic, anti-psychiatric and cardiac products .

5. Promotional methods used by representative of drug companies : A prospective survey in general practice

The purpose of the study is to examine the marketing techniques used by industry representatives in particular focus on analysing association of between drug samples and drug age .Drug samples are given when the drug is new .It is seen that the probability of giving samples is decreasing with increasing drug age .

Chapter- 3

Objectives and Research Methodology

3.1 Research Objective

To study the impact of promotional tools in changing doctor's prescription behaviour.

Specific objective

- To study the perceptions of medical representatives regarding the impact of promotional tools aimed at doctor's prescription behaviour.
- To study the factors influencing the choice of promotional tools used by pharmaceutical companies .

3.2 Research Design

Study Type-Descriptive Study

Population-Medical representative

Data Type-Primary and Secondary

Duration-3 months sampling

Area-PAN India

Sampling Tool-Questionnaire

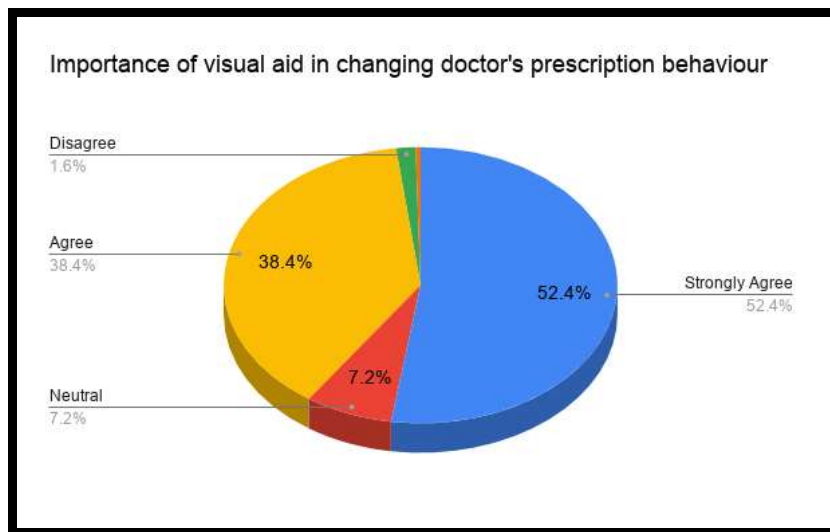
Sample Size-:40 Sampling

Technique-Non Probabilistic Purposive Sampling

Chapter – 4

Data Analysis& Interpretation

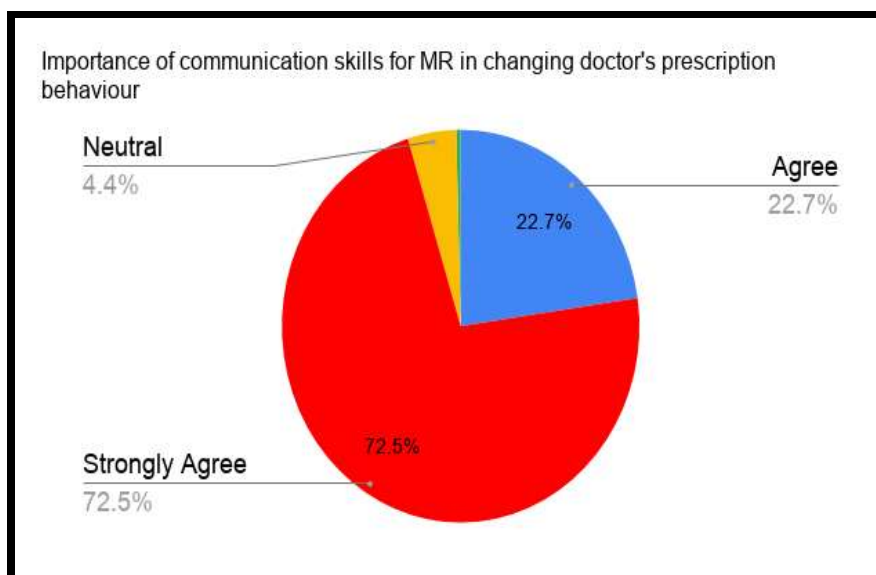
1. How far do you agree that the content of the visual aid is important in influencing doctor's prescription pattern?



Interpretation

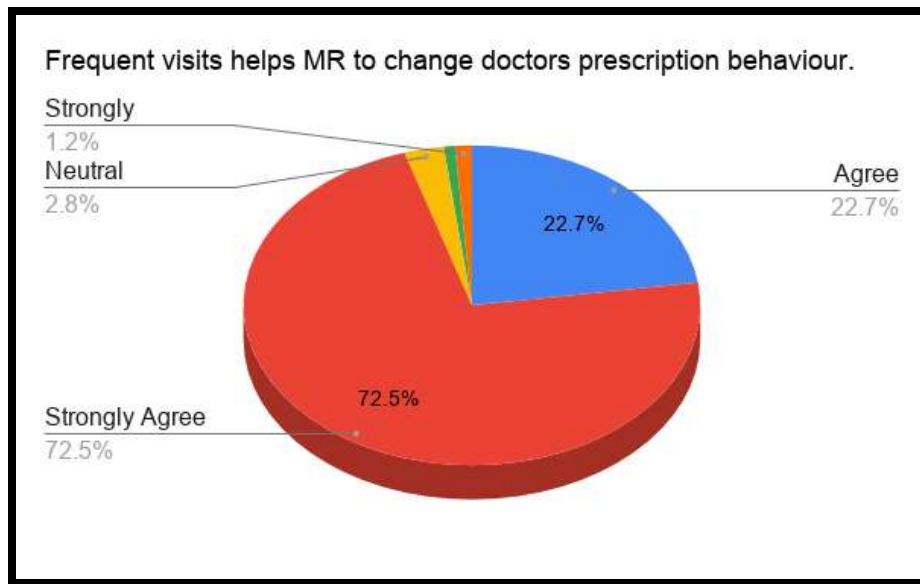
The graph shows that around 50% of the people strongly believes that the content of visual aid is highly important whereas rest 38 % are agree that it is important.

2. How far the communication skills of the MR are important in influencing doctor's prescription behaviour towards a brand?



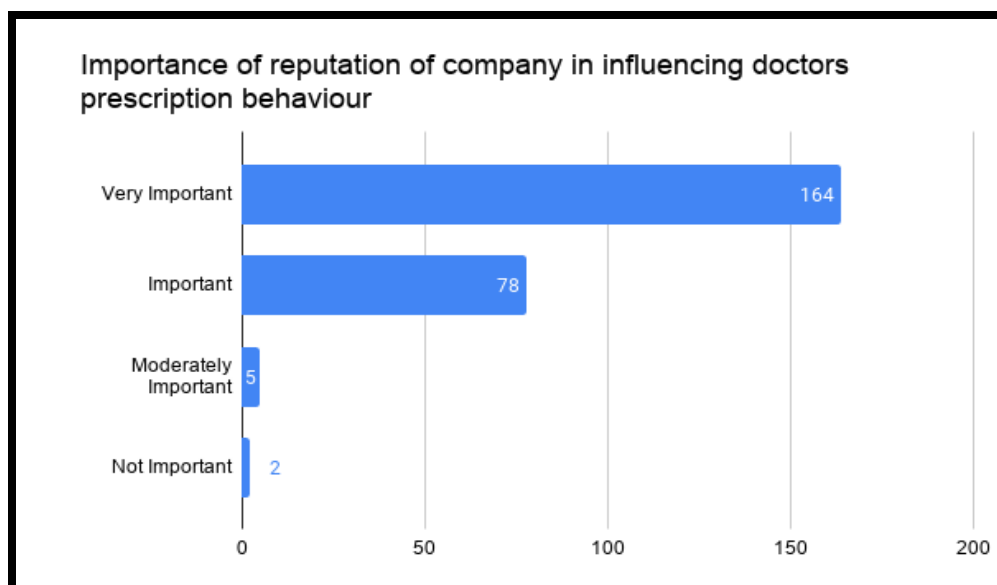
Interpretation- This graph shows that almost 95% of the population believes that the communication skills of a MR is important factor in influencing doctor's prescription behaviour.

3. How far do you think frequent visits of MR with doctor's helps to attract doctors towards a brand?



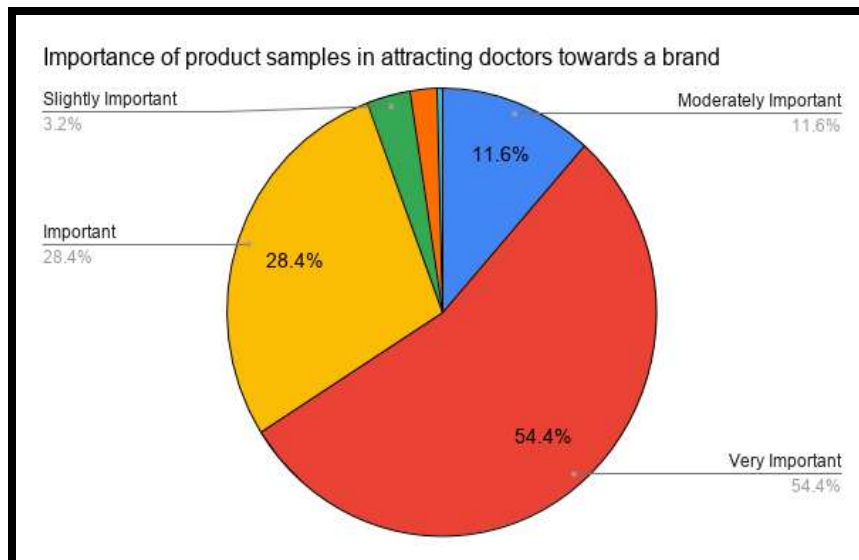
Interpretation- This graph shows that frequent visit of MR to meet doctors are highly beneficial for them to change prescription behaviour of doctor.

4. How far do you think reputation of the company also plays important role in influencing the doctor towards their brand?



Interpretation- According to the graph, population considered reputation of company is a very important factor to influence doctors towards a brand.

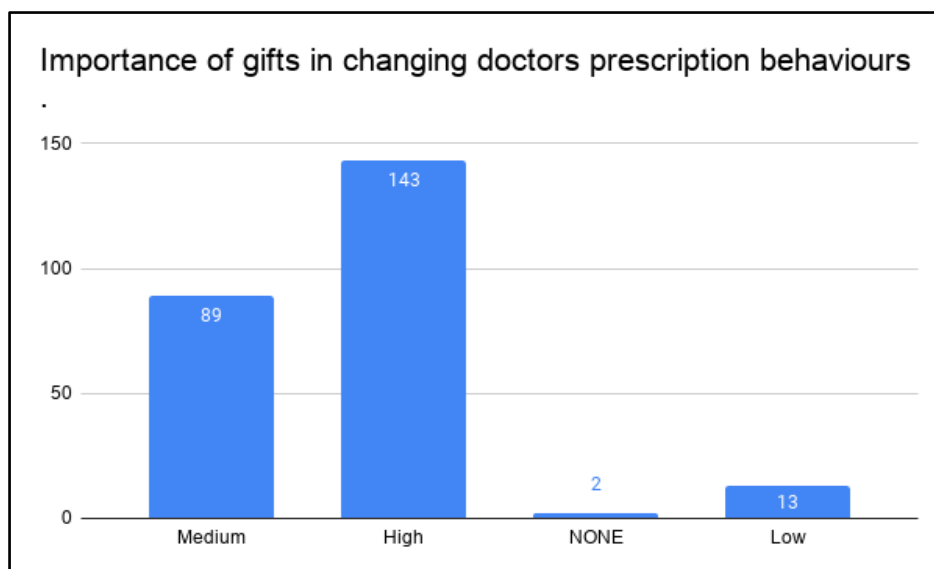
5. How far do you think product samples is important and helps pharma companies to influence doctors towards a brand?



Interpretation – According to the graph, 54% respondents think that samples are an important promotional tool, whereas others consider it important or moderately important.

Product samples are mainly required when the product is new in the market or a company is going to introduce the product in the market.

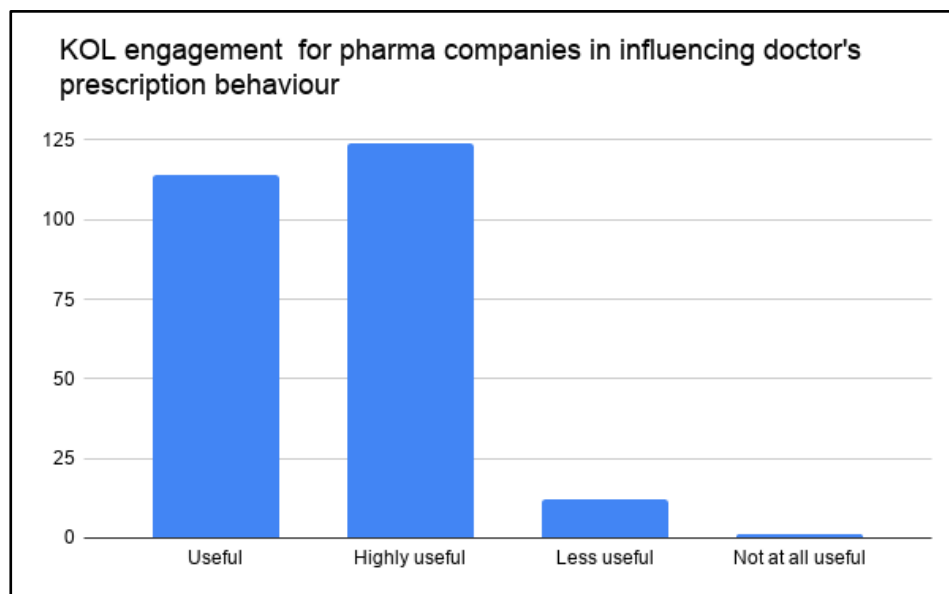
6. How far do you think gifts are helpful in changing doctor's prescription behaviour?



Interpretation- According to the graph, it can be observed that gifts have an average impact on the prescription behaviour of doctors. More gifts are not highly important to attract doctors towards a brand.

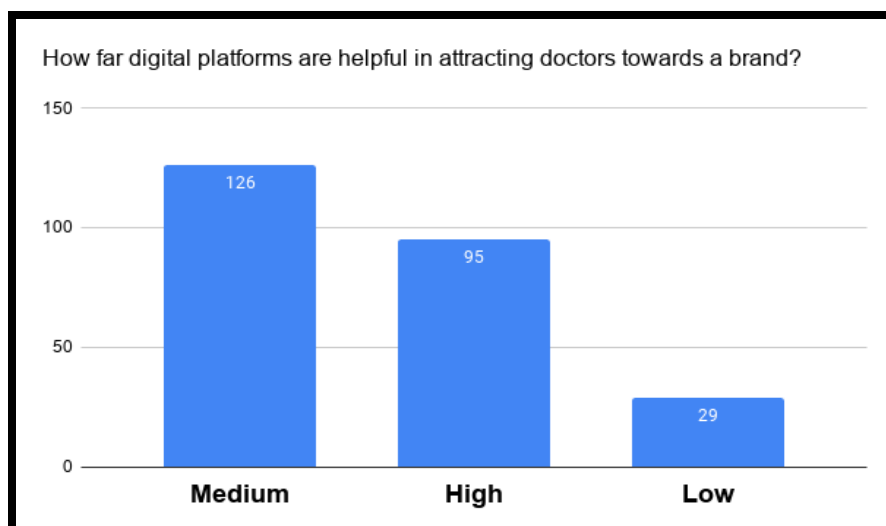
7. How far KOL engagement is important for pharma companies in

influencing doctor's prescription behaviour.

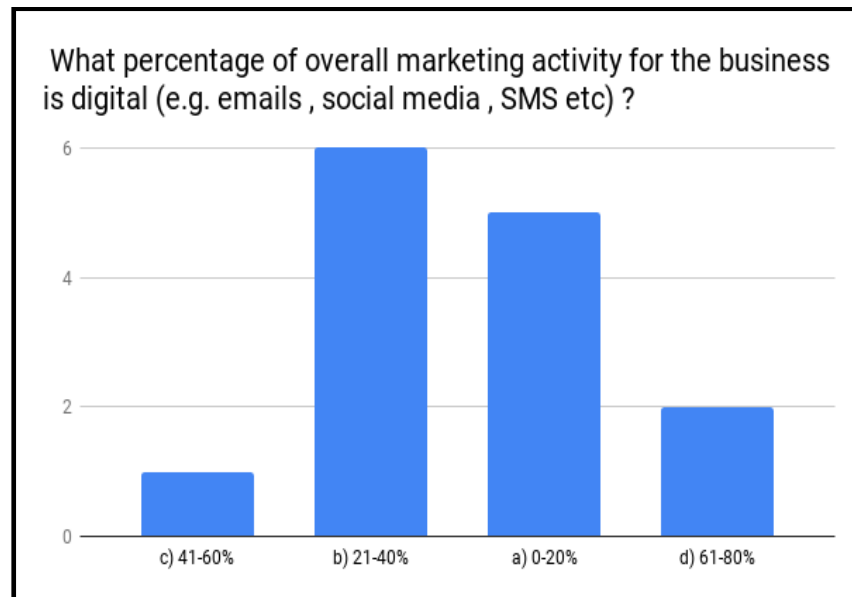


Interpretation – According to graph , more than 90% of population Considered KOL engagement as a highly useful marketing tool .

8. How far do you think digital platforms are helpful in attracting doctors towards a brand?

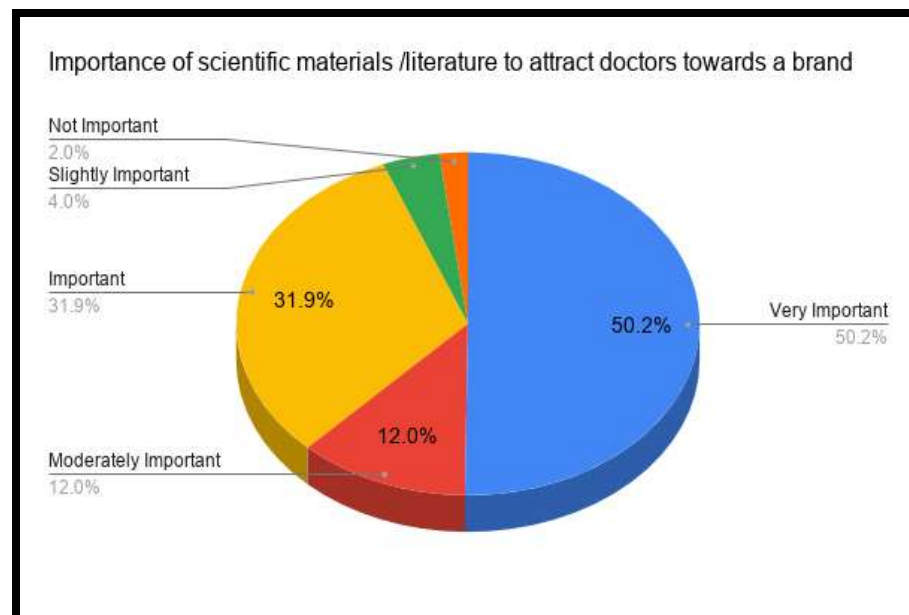


Interpretation- According to graph , digital platforms are not highly useful , they are moderately useful for pharma companies to attract doctors towards a brand.



This graph shows that the overall percentage of digital marketing by pharma companies is in the range 21-40 %.

9. How far scientific materials/ literature are important to attract doctors towards a brand?



Interpretation- According to this graph , half of the population consider scientific materials /literature a very important tool to attract doctor towards a brand where as other half considered it important and moderately important.

FINDINGS

Several tools are used by the pharmaceutical marketers to promote their products in front of physicians during the selection of a medication.

In this study we found that sales personnel activity, visual aid, CME programmes, scientific literature influence the prescription behaviour of a physician most. That's why pharmaceutical marketing is focusing on these factors.

This study also showed that there is average impact of gifts on prescribing behaviour of doctors.

The most preferred way to educate doctors is organising conferences and workshops for them.

Samples are also used as a promotional tool mainly at the initial stage to launch a new product in the market.

Digital platforms are partially helpful for the companies to attract the doctor still acceptance of digital marketing in pharma is not too high.

CONCLUSION

The study gives different insights on various promotional tools used by pharmaceutical companies. The marketing manager can use these findings to design their marketing strategies and also they can allocate or invest their budget accordingly.

Bibliography

- 1.Zaigham Ali, Asif Muzaffar , “Measuring the change in prescribing behaviour of doctors by using pharmaceutical industry promotional tools” , university of central Punjab , Lahore , 2016.
- 2.Kiran Balal, Kavita Sharma, “Role of Medical Representatives in Influencing Medicine Prescription Behaviour of Doctors”, Journal of Business Thought, Vol.10, April 2019 – March 2020.
- 3.Saad Shamim-ul-Haq, Rizwan Rahim Ahmed, Nawaz Ahmad, Imamuddin Khoso, Vishnu Parmar, “Factors Influencing Prescription Behavior of Physicians”, The Pharma Innovation Journal 2014; 3(5): 30-35.
- 4.Post Raj Pokharel , “Promotional Tools Effect on Pharmaceuticals Marketing”,The Saptagandaki Journal , February 2017.
- 5.May Alowi , Yusuf Kani “Impact of Pharmaceutical Companies’ Promotional Tools on Physicians’ Prescription Patterns: A Systematic Review”, Sudan, Journal of Applied Pharmacy,2018.