

Impact of promotional tools in influencing doctor's prescription behaviour

BY

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Objectives and Research Methodology

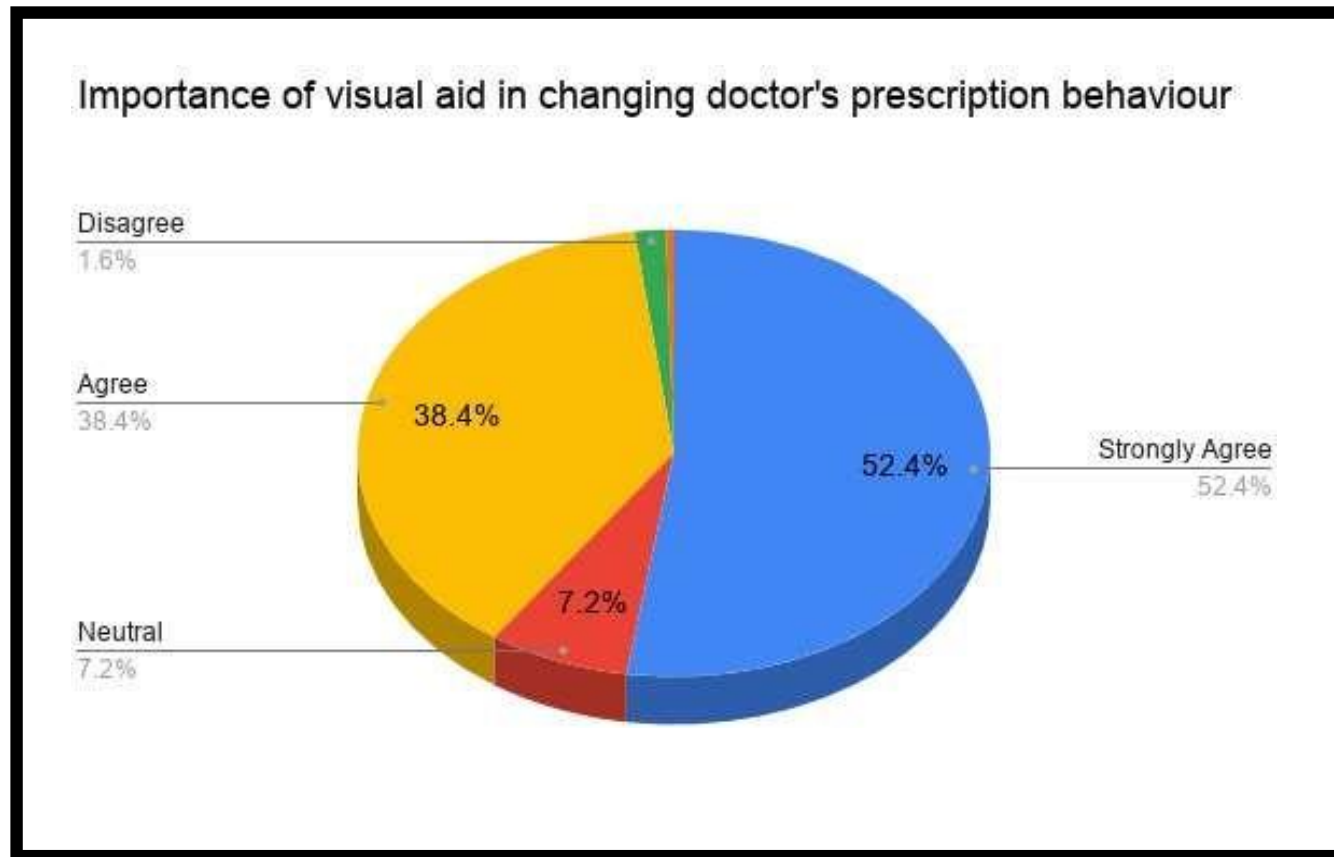
Research Objective

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

Research Design

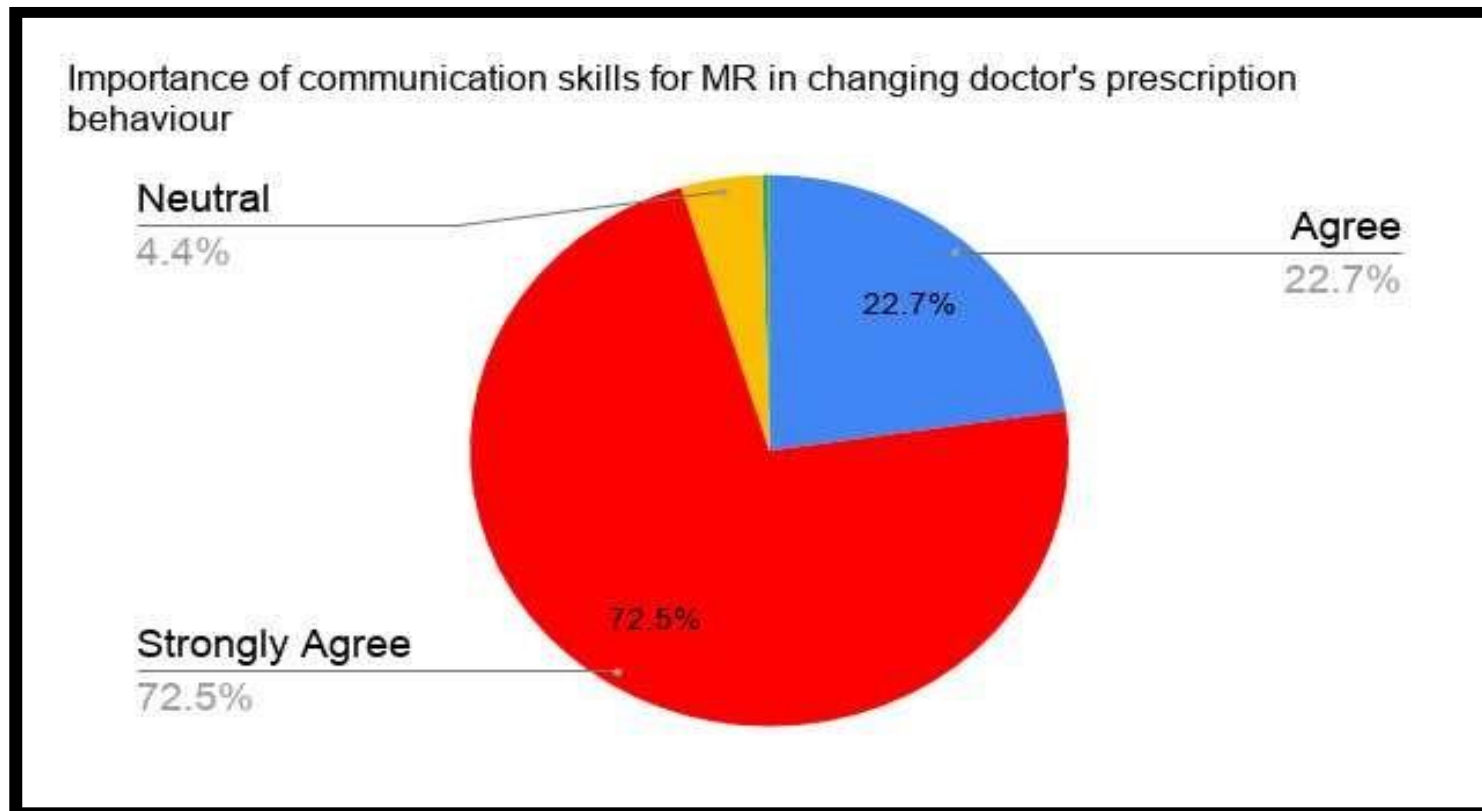
- Study Type-Descriptive Study
- Population-Medical representative
- Data Type-Primary and Secondary
- Duration-3 months sampling
- Area-PAN India
- Sampling Tool-Questionnaire
- Sample Size- 40 Sampling
- Technique-Non Probabilistic Purposive Sampling

Data Analysis & Interpretation

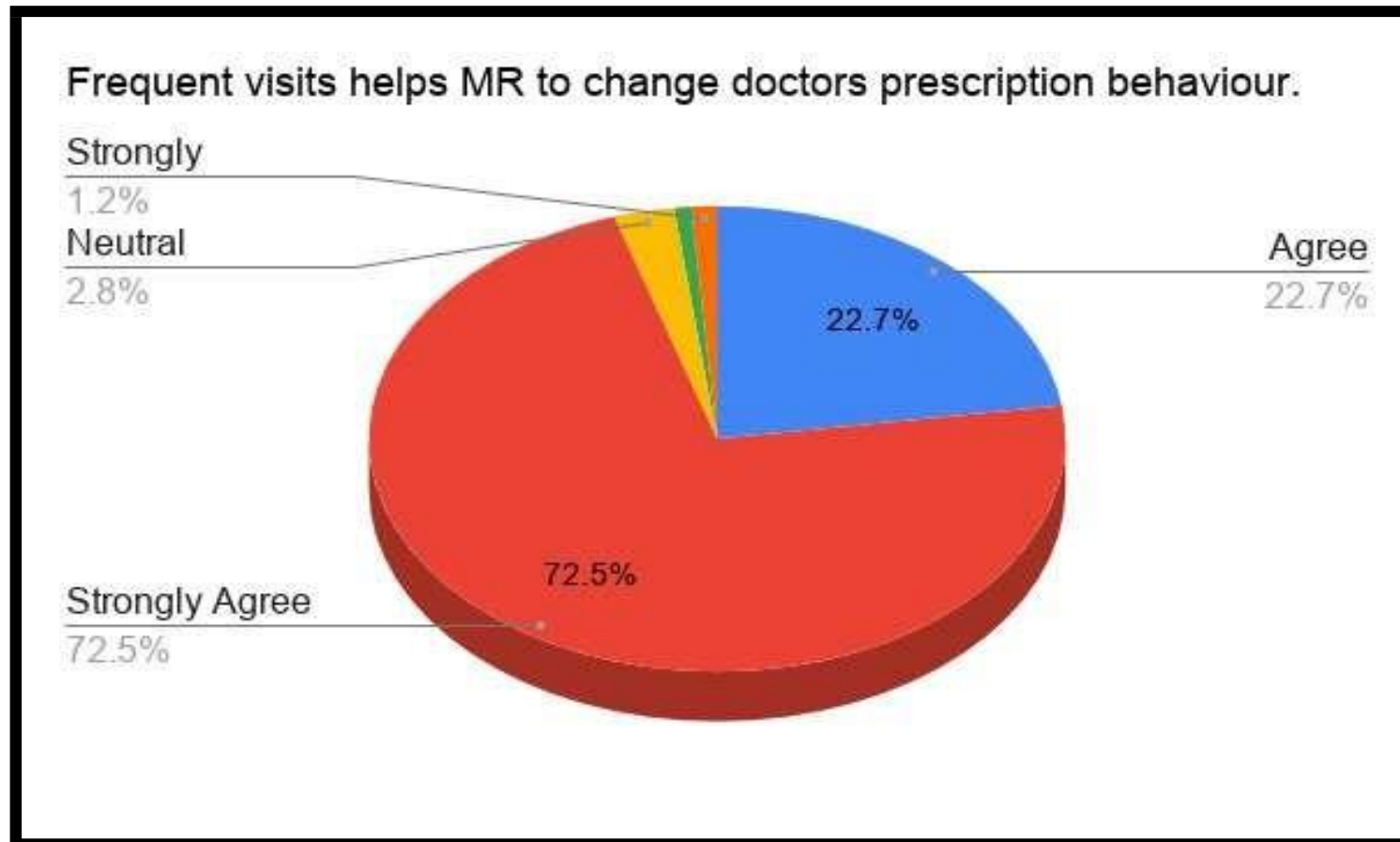


Interpretation

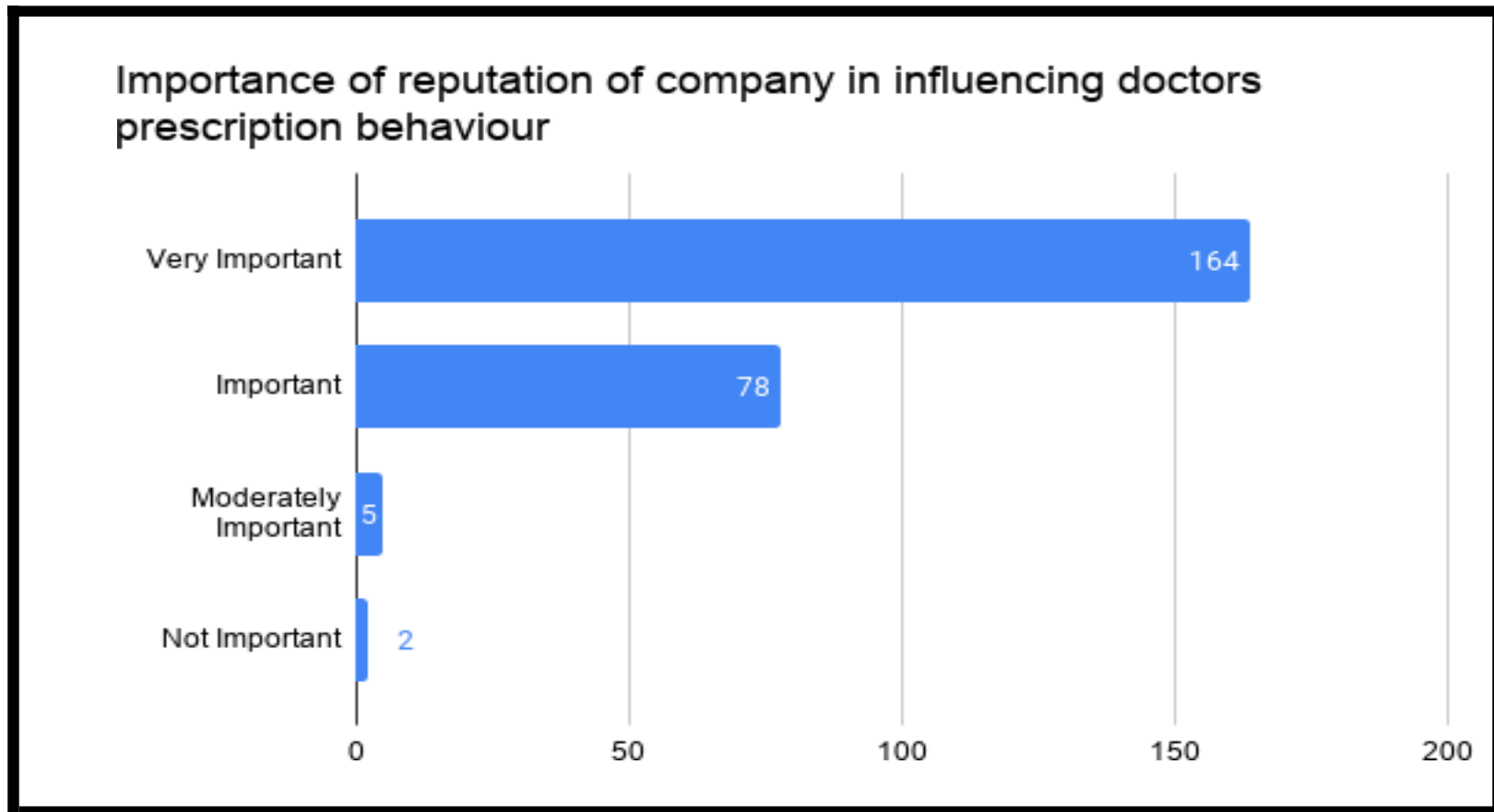
The graph shows that around 50% of the people strongly believes that the content of visual aid is highly important whereas rest 38 % are agree that it is important .



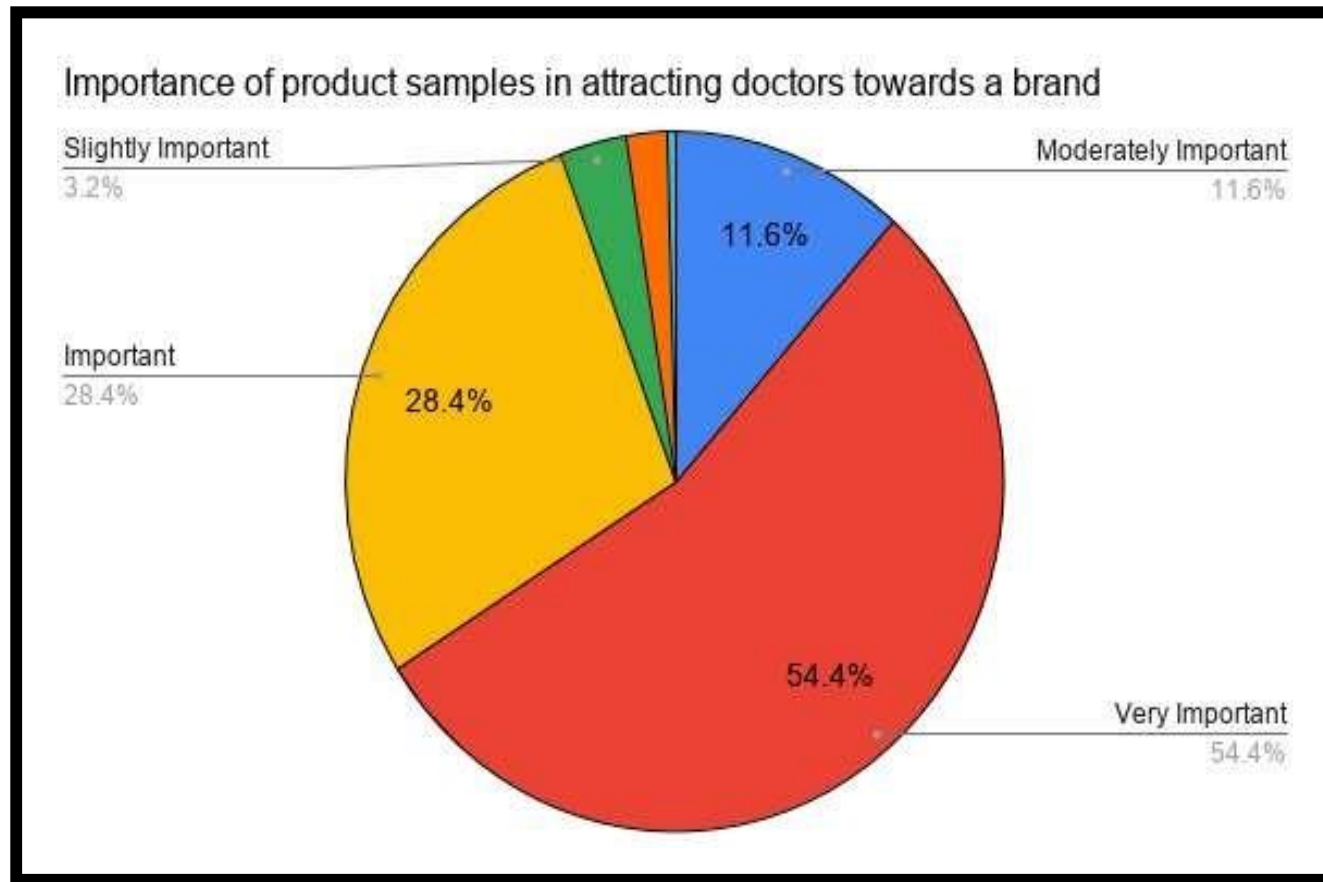
Interpretation- This graph shows that almost 95% of the population believes that the communication skills of a MR is important factor in influencing doctor's prescription behaviour.



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

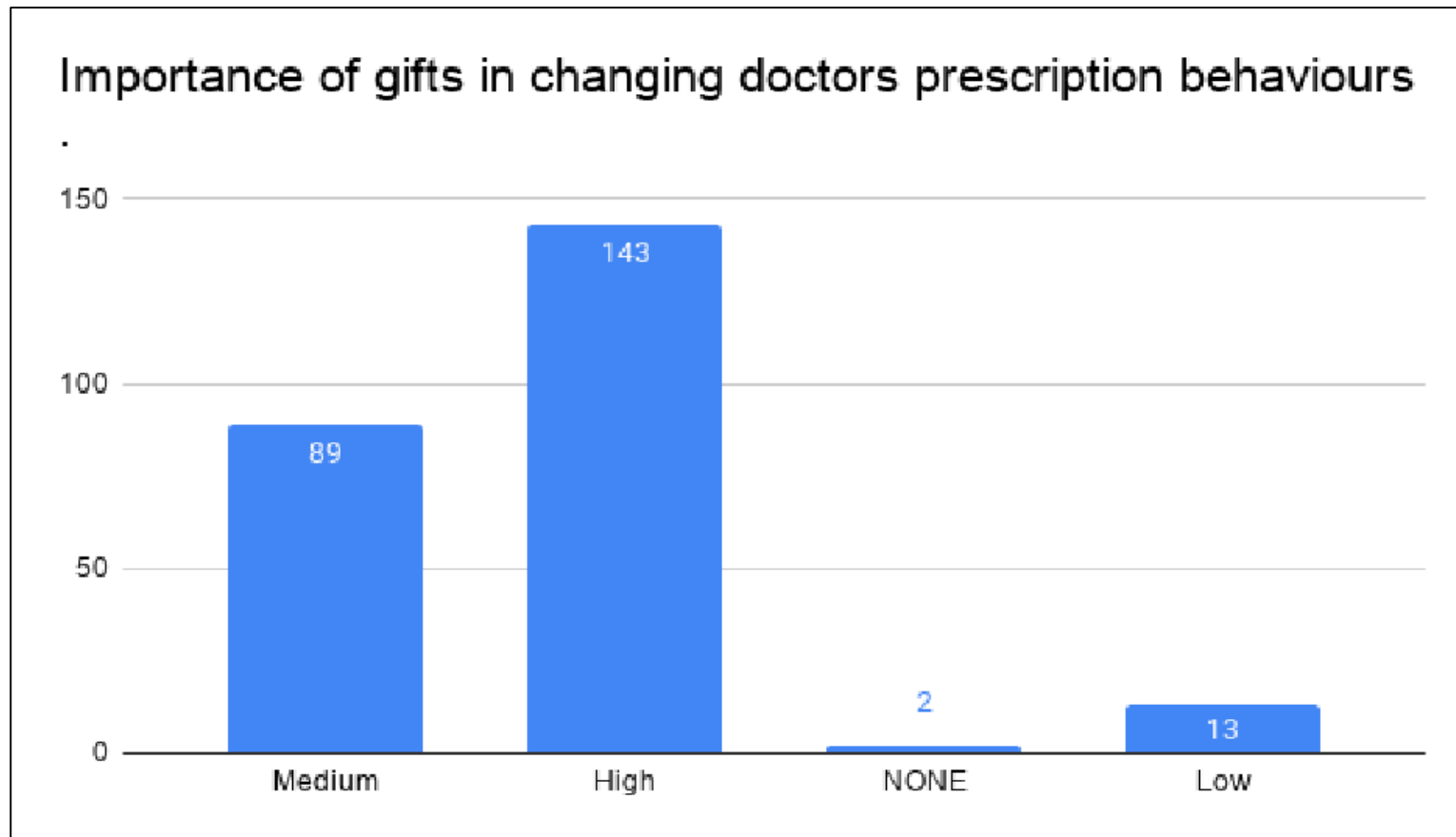


Interpretation- According to the graph , population considered reputation of company is a very important factor to influence doctors towards a brand.



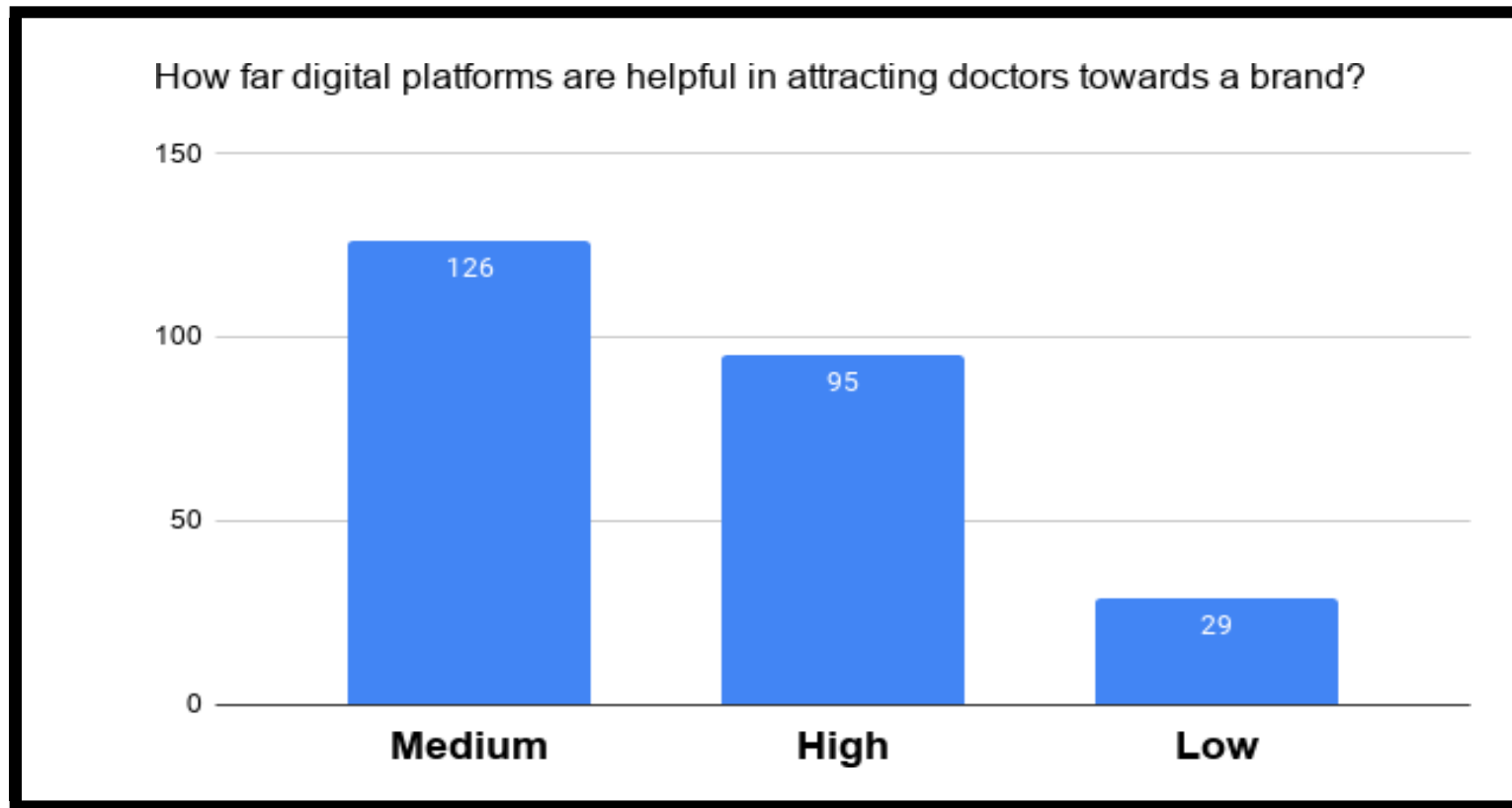
Interpretation – According to the graph , 54% respondents thinks that samples is a important promotional tool where as other consider it important or moderately important.

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

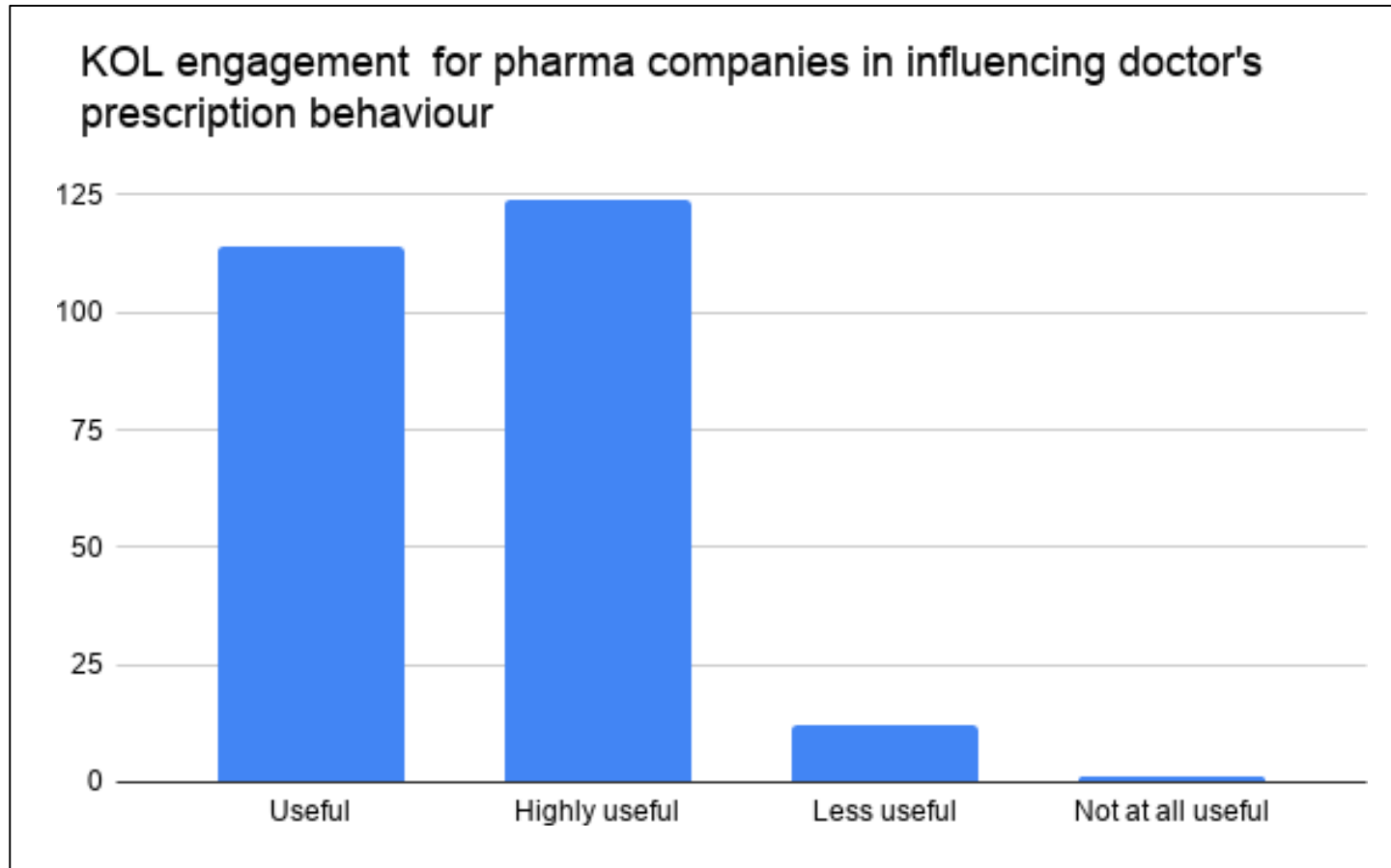


Interpretation- According to graph , it can be observed that the gifts has an average impact on prescription behaviour of doctor .

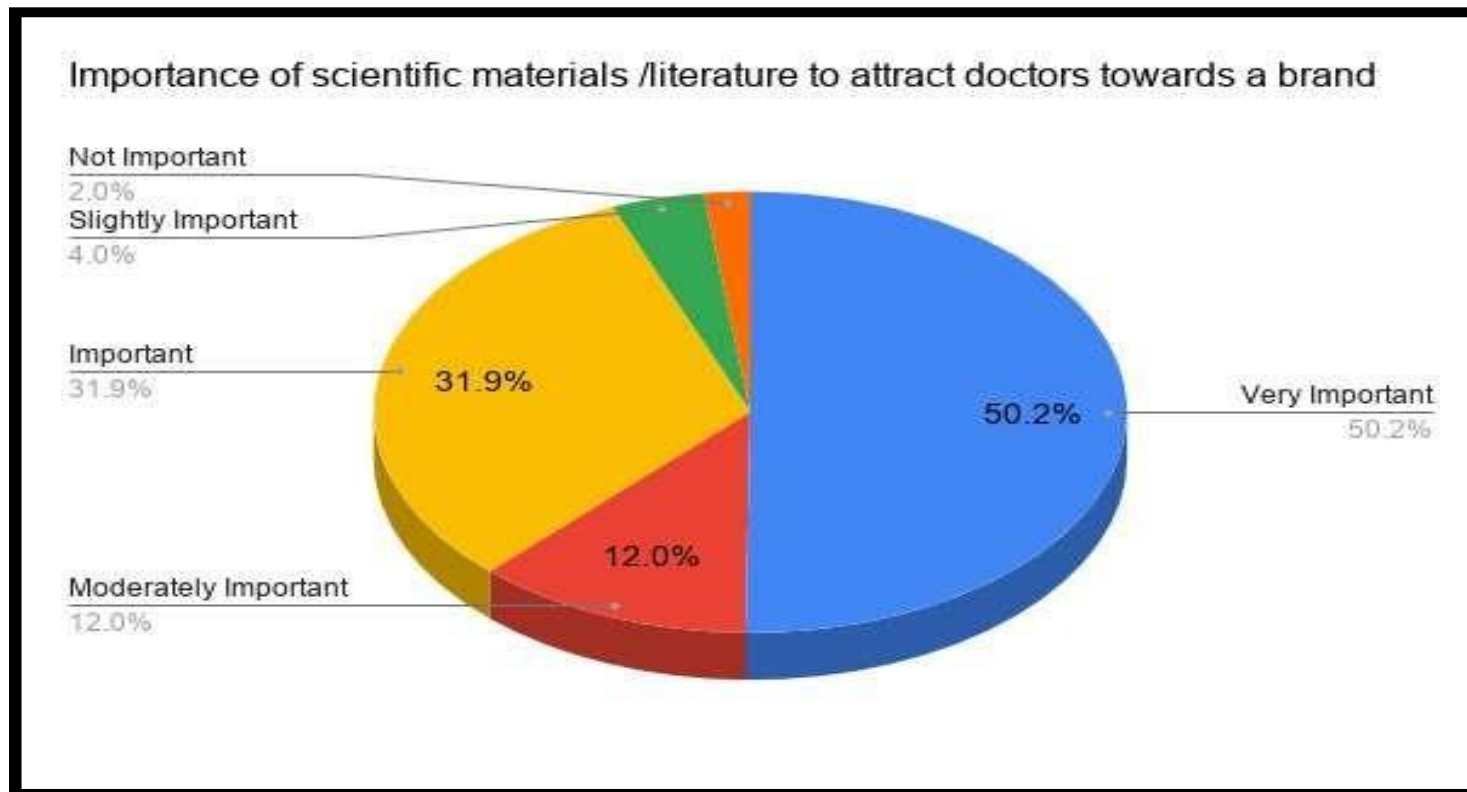
More number of gifts are not highly important to attract doctors towards a brand.



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

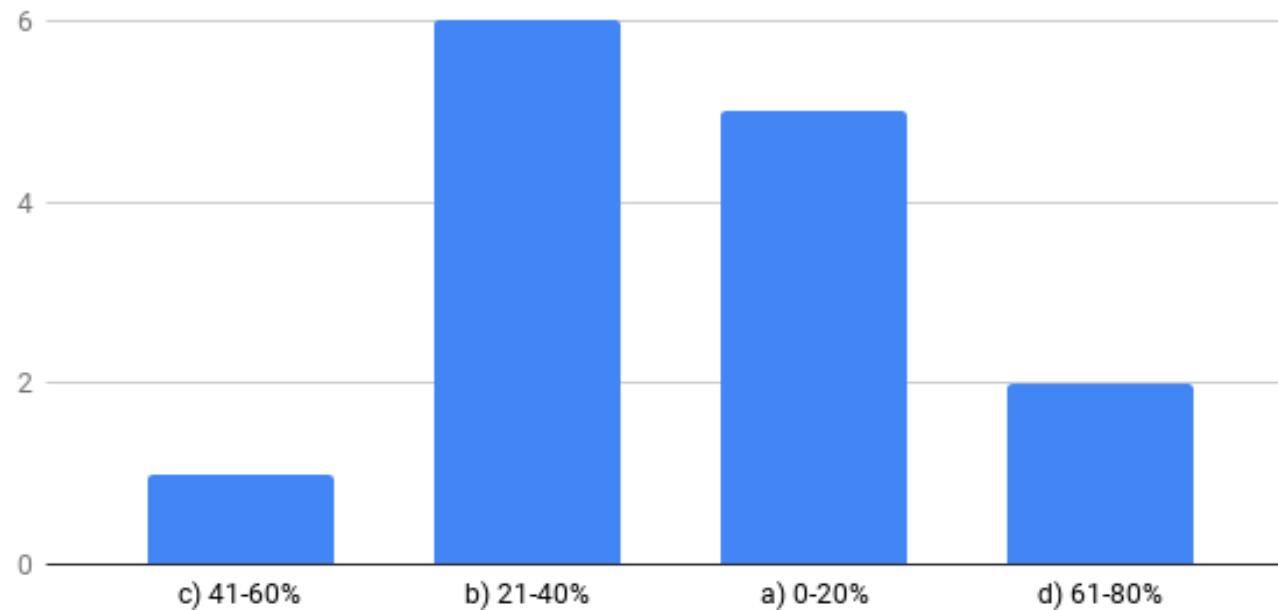


Interpretation – According to graph , more than 90% of population Considered KOL engagement as a highly useful marketing tool .



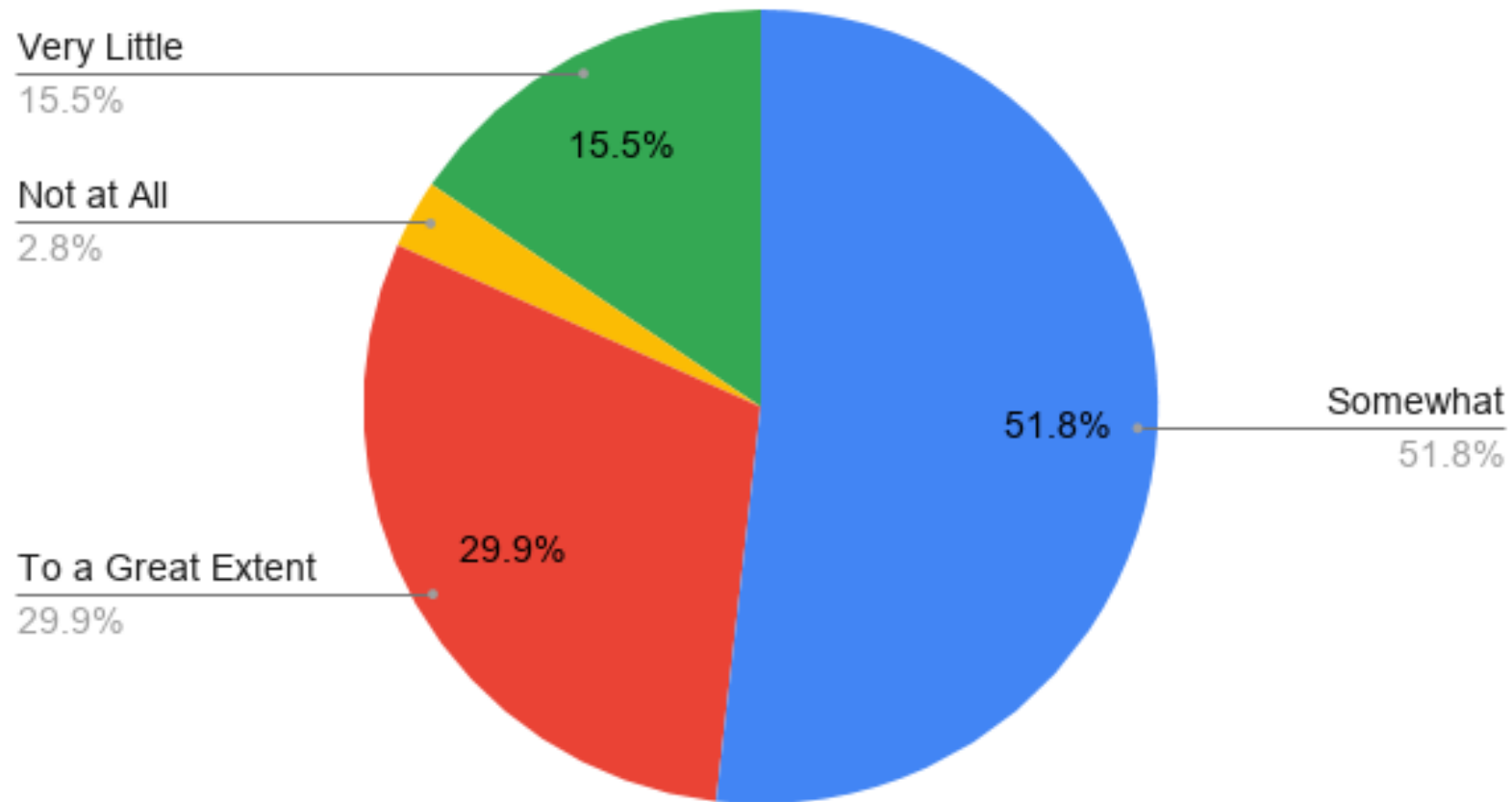
Interpretation- According to this graph , half of the population consider scientific materials/ literature a very important tool to attract doctor towards a brand where as other half considered it important and moderately important.

What percentage of overall marketing activity for the business is digital (e.g. emails , social media , SMS etc) ?



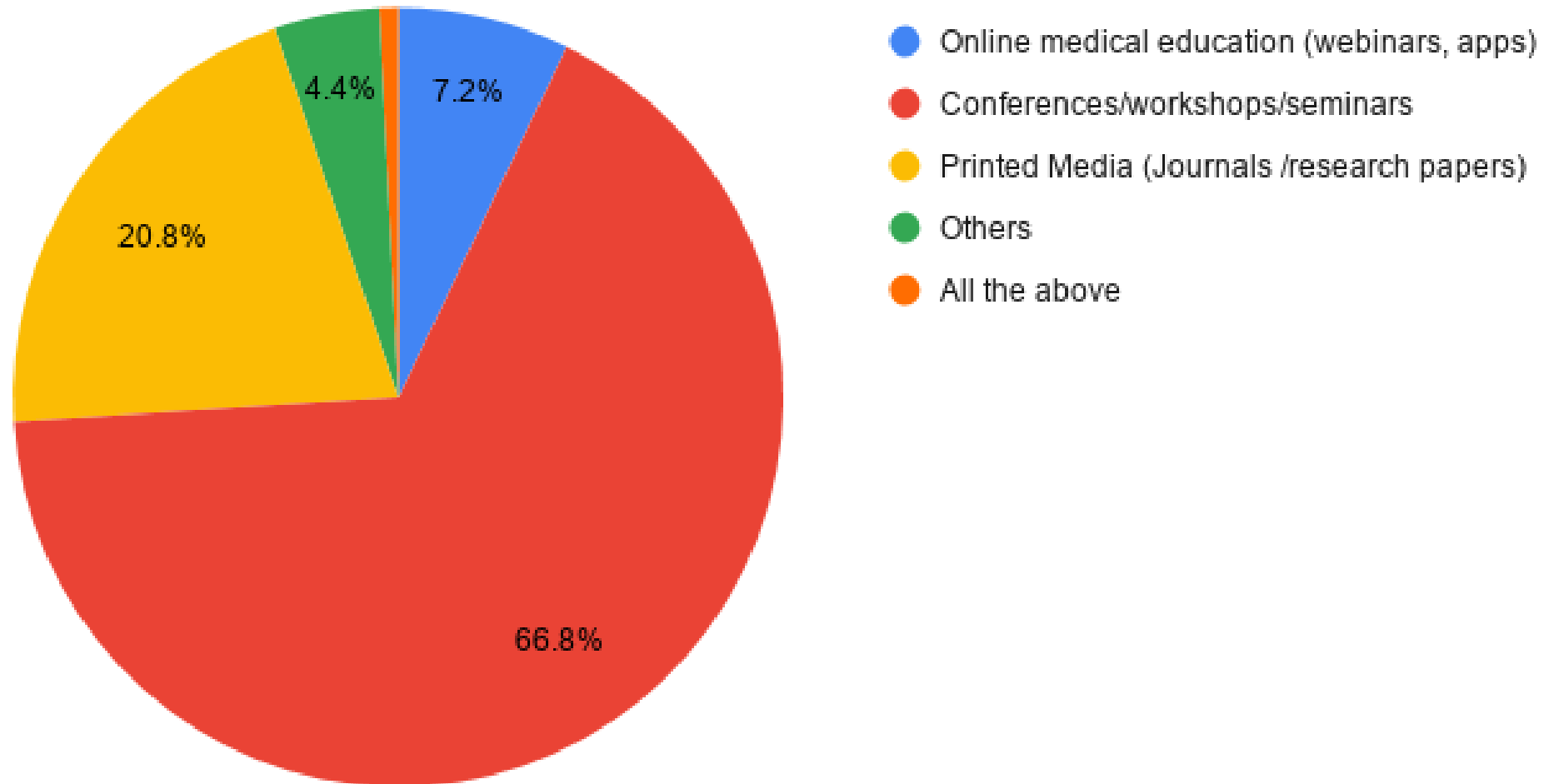
This graph shows that the overall percentage of digital marketing by pharma companies is in the range 21-40 %.

Prescription behaviour of a doctor depends on cost of product.



According to the graph , prescription behaviour of doctor does not highly depend on cost of product . It depends on the type of product.

Most preferred way to educate doctors



SIGNIFICANCE OF STUDY

- To streamline the marketing strategy and helps them to invest their budget rationally and avoiding any wastage of budget.
- Help us to evaluate the importance and credibility attached to various promotion tools.

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 .
- In this study we found that sales personnel activity, visual aid, CME programmes , scientific literature influences the prescription behaviour of a physician most .
- 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

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THANK- YOU