

Presented by
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To
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Introduction

Patient centricity works by solving patient problems in a right way, which results in increase in sales of the company's products and enhancing patient accessibility.

By this way of marketing, marketers ensure better adherence to therapy, which means better patients' outcome.

This caused delays, increase in costs, and utilization of more resources and ultimately it hold-up registrations and patient access to effective medicines. We have seen that, generally when the patient starts getting relieved from the medicines, so they often stop taking medicines as it was being prescribed to them.

Therefore, this study is proposed to

“To Study the Patient Centricity in Pharma Market”

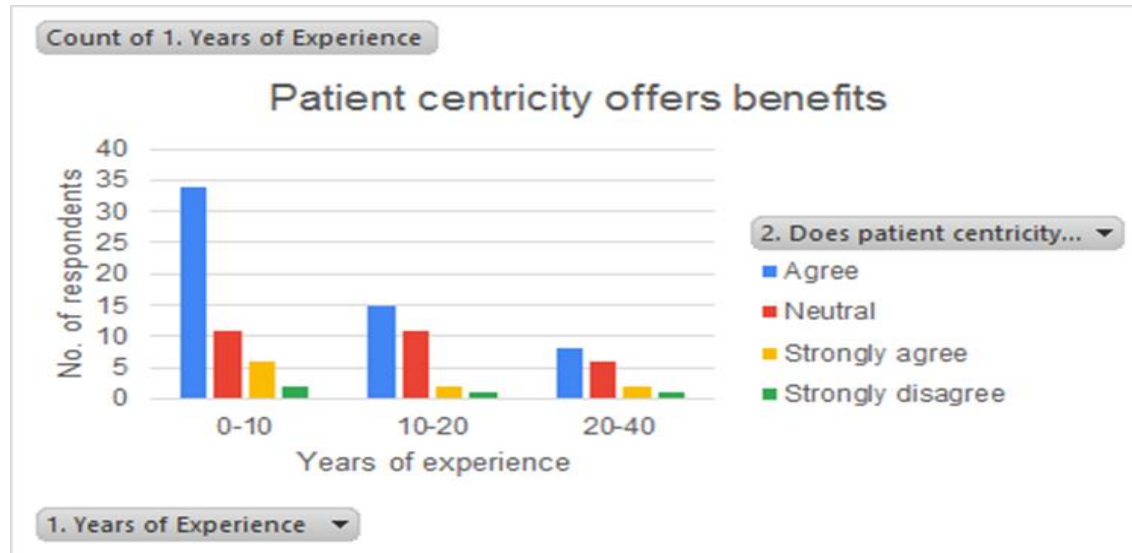


Research Methodology

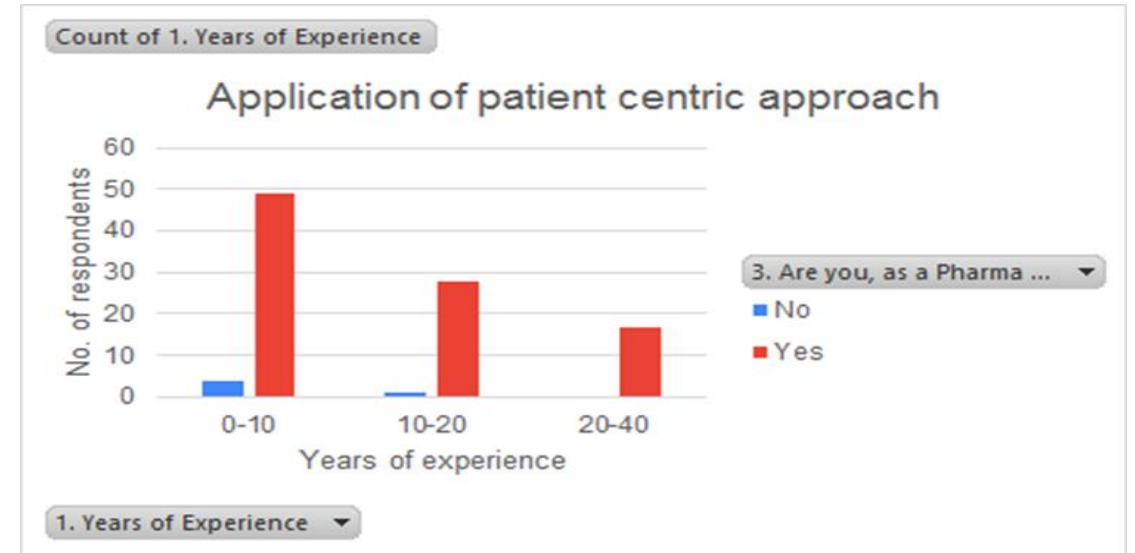


- Size of sample – 100
- Inclusion criteria – Marketers of all therapeutic divisions
- Exclusion criteria – Medical representatives
- Data collection tools – Google forms
- Data entry tool – Microsoft Excel 2013.
- Research type – Analytical study
- Population for study – Pharma marketers
- Area of study – India
- Data collection duration – Two Months
- Data type – Secondary data

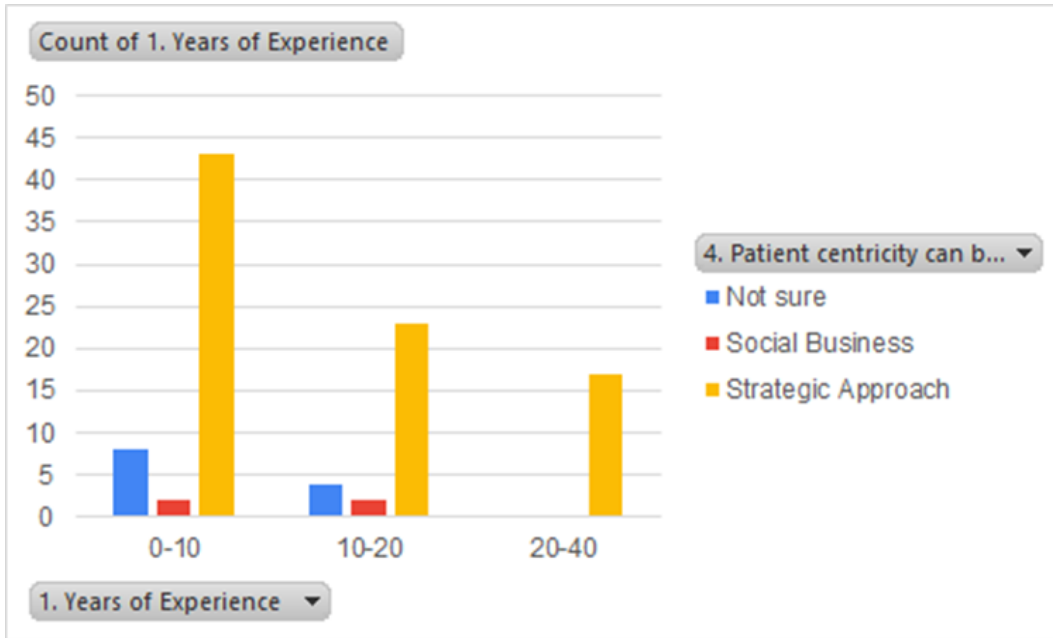
Results & Discussions



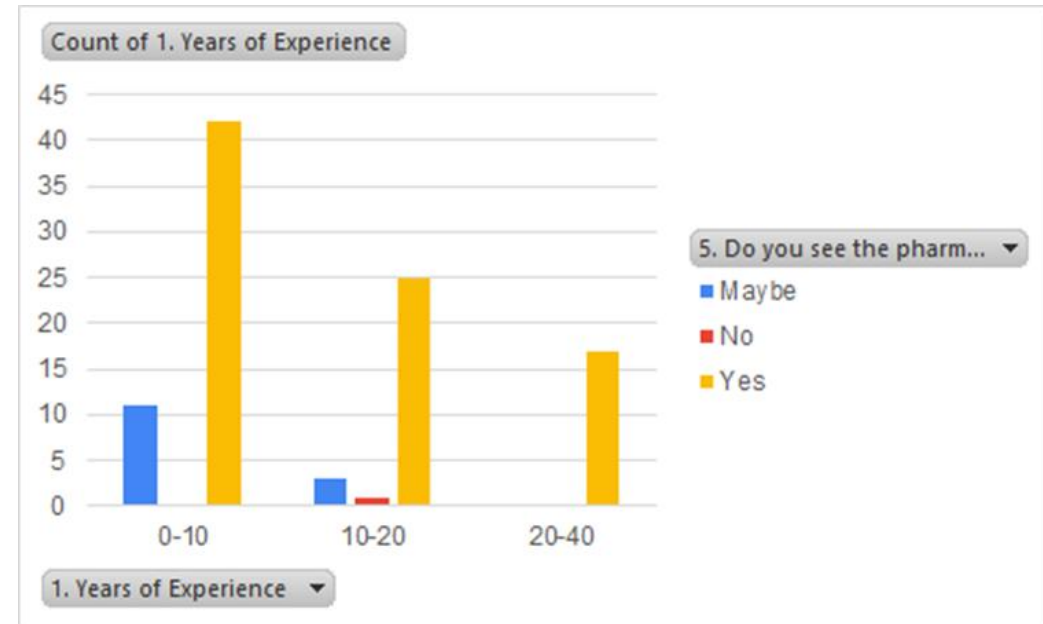
So, as we asked our respondents, the experienced pharma marketers. Most of them agrees the fact that, yes patient centricity offers benefits to the company. But as we move along in the graph, we can see that the few respondents also gave neutral response to this particular question.



50% agrees that they use patient centric approach in their organization. And very less number does not use patient centric approach in their organization. There can be number of reasons for not following it. It could be the budget of any organization, and the team members, how they accept it first?



Here, most of the respondents agrees with the fact that patient centricity is a strategic approach and very less number agrees goes with social business option. If we investigate this, social business is different from strategic approach. In social business, a business which works with a specific social objective or goal as a primary purpose.



As we can see that the answer is very well understood. 84 respondents in total have said yes to this question, whereas rest of the respondents are still confused with the fact that, this type of approach would be used in near future or not. But after doing a primary and secondary research with the help of literature reviews, we got to find that digital marketing is the new trend of marketing in every industry.

CONCLUSION

- Patient centric approach while marketing your brand is important, or we can say humanizing services build trust because it taps into people's emotions. It will create a solution where everyone benefits including all the stakeholders present in the loop.
- With respect to the changes and challenges facing by the pharmaceutical industry during these pandemic times, it is important for these pharma companies to implement effective marketing strategies for their products to sustain for longer time. Hence, incredibly unique strategies should be implemented regarding promotion, packaging, etc. It is seen that; digital marketing is more of a patient centric approach.
- By keeping a strategy for our patients, healthcare providers and last but not the list our sales forces, we can easily achieve our desired targets or goals for our organization.



The background is a dark navy blue. It is decorated with various geometric shapes in orange and red. In the top left, there is a large orange semi-circle. Scattered around are smaller shapes: red circles, orange dashed lines, a red triangle, an orange triangle, a red inverted triangle, a red square, and a red parallelogram. The word "THANKYOU" is centered in a large, white, sans-serif font.

THANKYOU