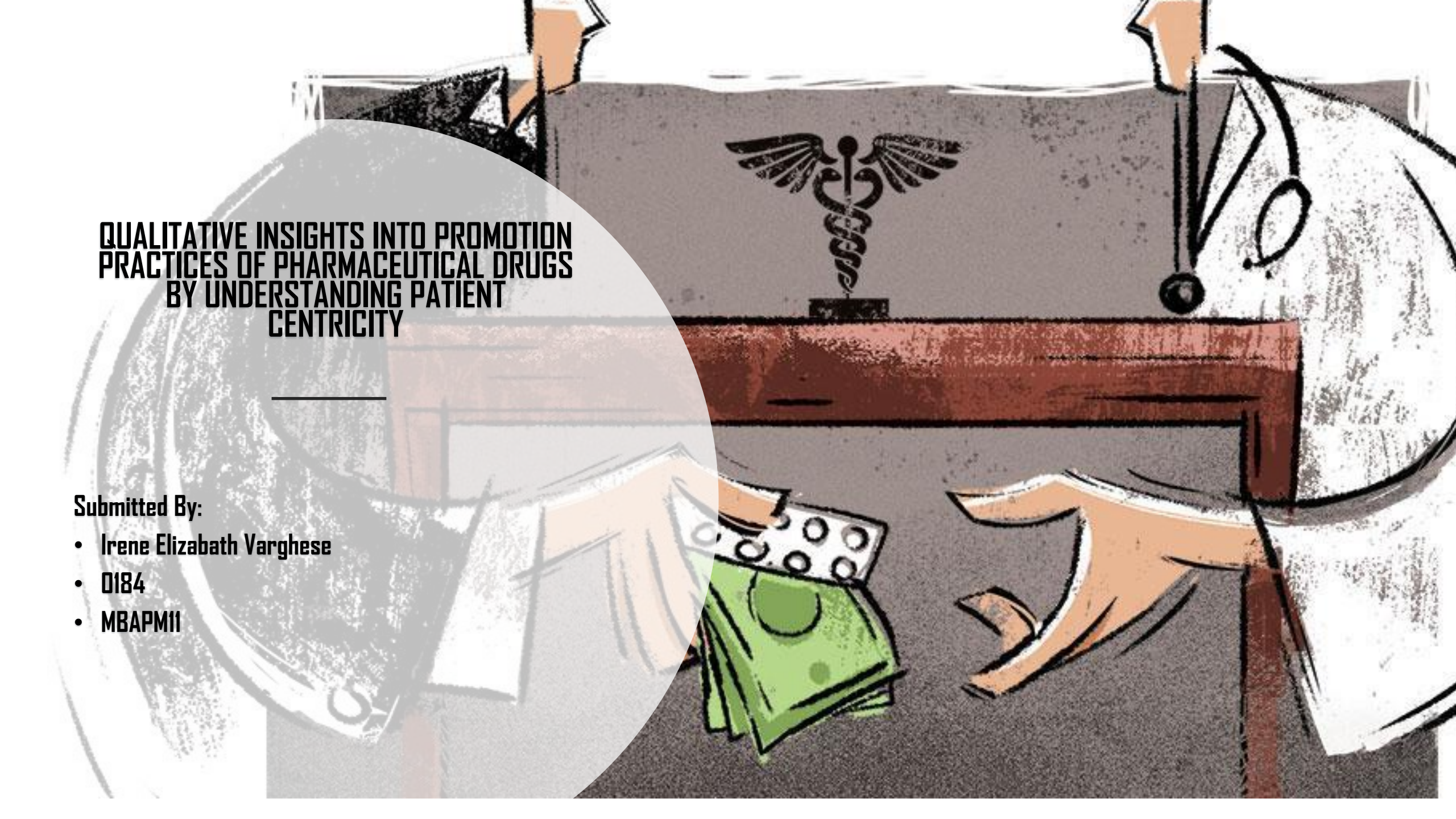




QUALITATIVE INSIGHTS INTO PROMOTION PRACTICES OF PHARMACEUTICAL DRUGS BY UNDERSTANDING PATIENT CENTRICITY

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INTRODUCTION

The meaning of the phrase "ethical" in different societies varies, but it refers to or deals with morals or principles of morality, whereas the phrase "promotion" refers to all of a company's informational and persuasive actions

Drug promotion ethical criteria should be founded on suitable behaviors which ethically matters to physicians and Pharma Company that are consistent with the pursuit of truth and righteousness

The study's goal is also to find out what drug promotion practices are used in Kerala, India (ii) attitudes about pharmaceutical advertising among private-sector physicians and (iii) the influence of pharmaceutical advertising on physicians' prescribing patterns.

RESEARCH OBJECTIVE

- The objective is to determine the range of drug promotional practices used in Indian pharmaceutical industry by understanding patient centricity.

HYPOTHESIS

- There is wide perception that pharmaceutical companies aggressively advertise their products for financial gain.
- There is a considerable difference in physician attitudes and behavior, as evidenced by the fact that they dispense free prescription samples and prescription behavior changes more frequently out of a sense of reciprocity.
- Among private-sector physicians, attitudes toward pharmaceutical advertising have a substantial impact.
- There is widespread recognition that medication advertising is not a reliable source of medical knowledge.

METHODOLOGY

- Methodologies A self-administered questionnaire was provided to a sample of physicians from the private and public health sectors in this cross-sectional study from February to June 2021
- The primary data was collected using a questionnaire.
- Google forms were used to disseminate questionnaires to a group of 25 MRs and 25 doctor's
- MR questioned senior leaders from six multinational and 19 Indian pharmaceutical companies. Twenty of the twenty five doctors were private practitioners, and five were general practitioners. Fifteen of the MRs had been on the job for less than a year, and ten had one to eight years of experience

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- Study type: Descriptive study
- Data source: Primary and secondary research
- Data collection technique: Survey
- Data collection tool: Researcher administered semi structured questionnaire.

Sample design:

- Target Population: Medical Representatives and Doctors
- Sampling method: convenient sampling
- Sample size: 27 MR and 26 doctors
- Study location: Calicut, Kerala, India

Data collection:

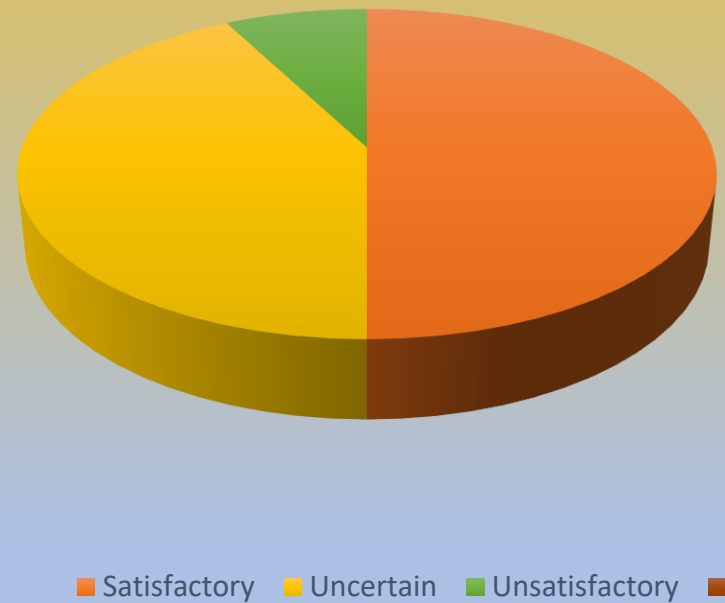
- Primary research
- Observation



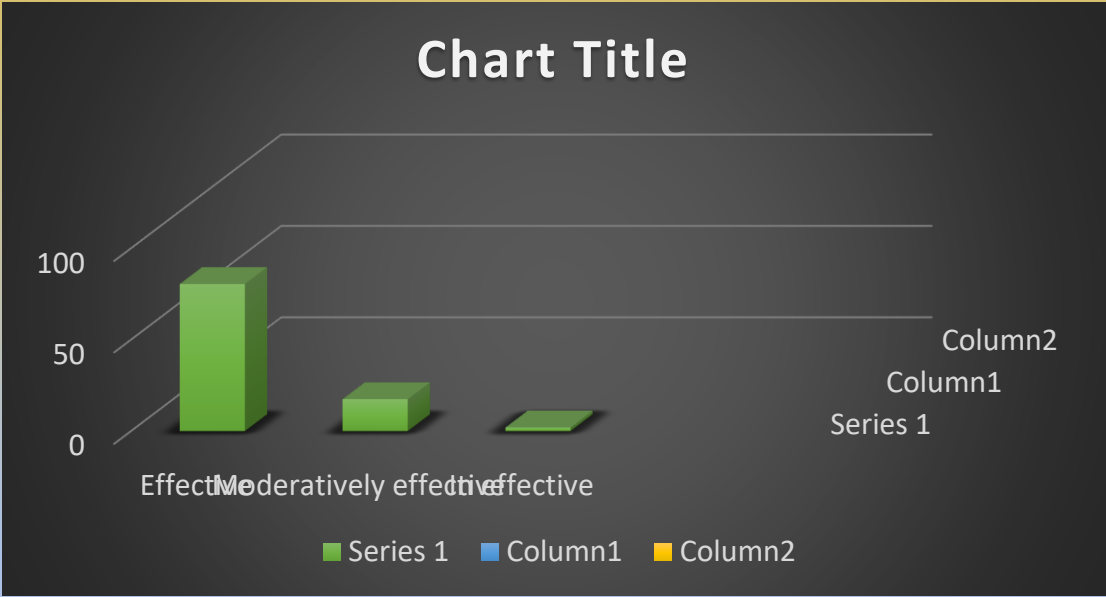
FINDINGS

- The review found a link between doctors exposure to promotional materials from the industry or MR and lower prescribing frequency, early adoption to new medicines, more medicines prescribed despite the fact that there were survey population of 26 research that addressed with the subject of medication promotion and its effects on prescribing behavior
 - They assert unequivocally that the marketing campaign has had solely a positive impact on their business
 - The process of providing free drug samples, flipcharts and brand remainders to doctors is another obligation and need of the MR to promote their company sales.
 - Despite the fact that clinicians claim to be unaffected by MR interactions or taking gifts from them, and there are clinicians who see promotions as very useful term for them to acquire gifts from high priced to low that offers from company
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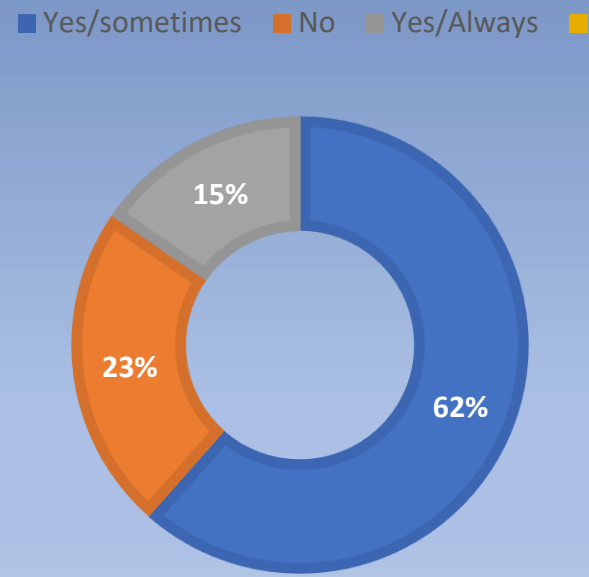
What doctors think about the quality of the information provided by the sales team and promotion about drug?



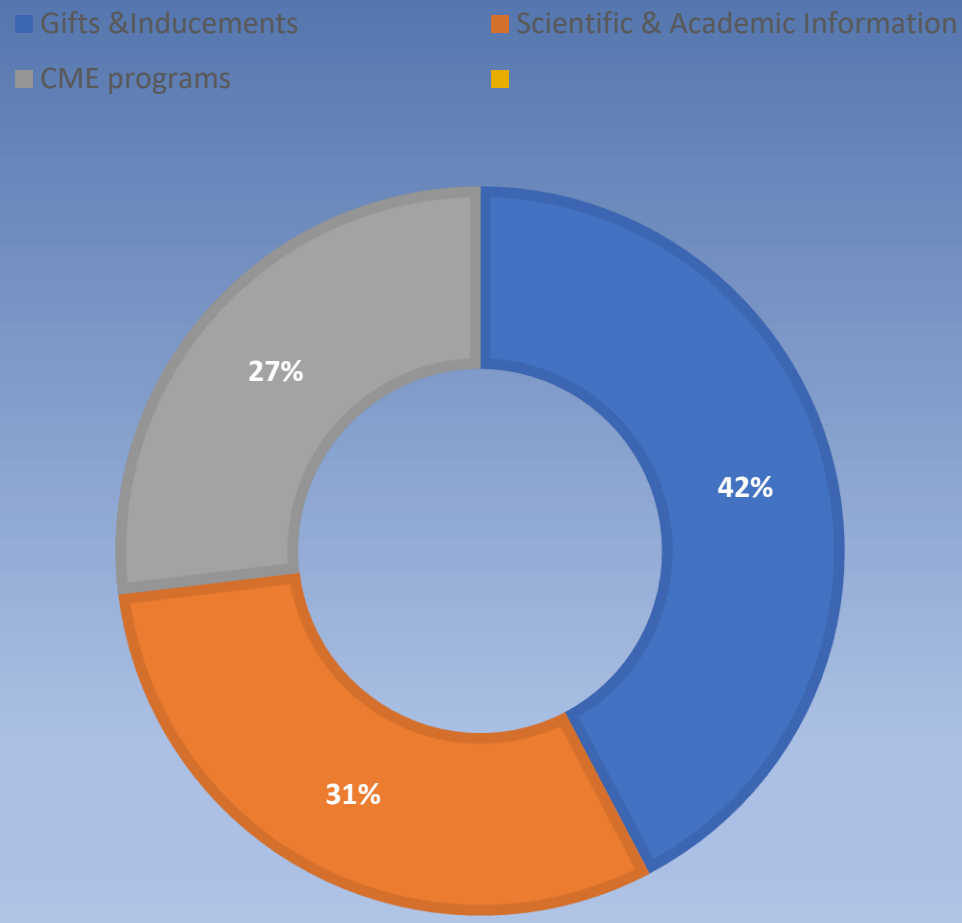
How effective has been promotion on doctors on their recollection of drugs from MR?



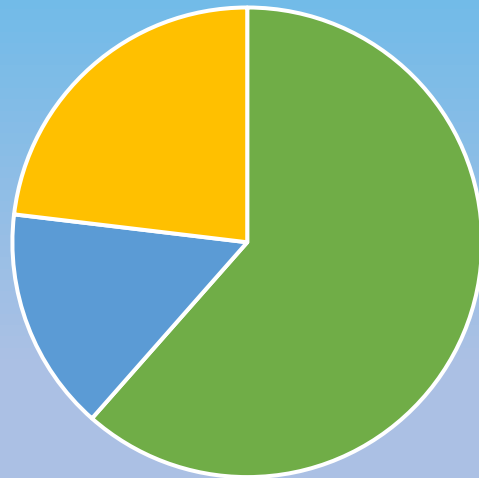
• Do you think that the continuous supply of low and high-cost gifts to the physician at every visit of the medical representative is justifiable?



• Which is preferred input from a pharma marketer?

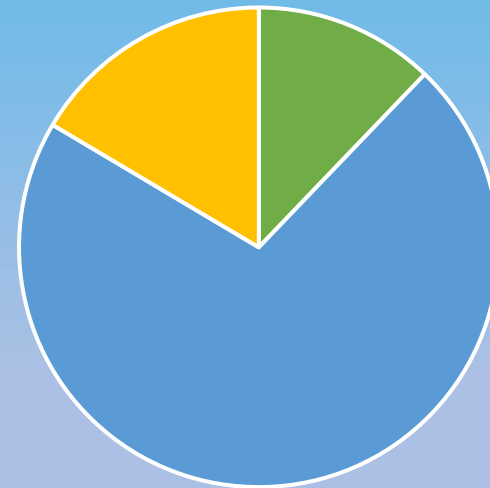


- Do you receive any Flipcharts, brochure's and any kind of e detailing regarding drugs from MR visits



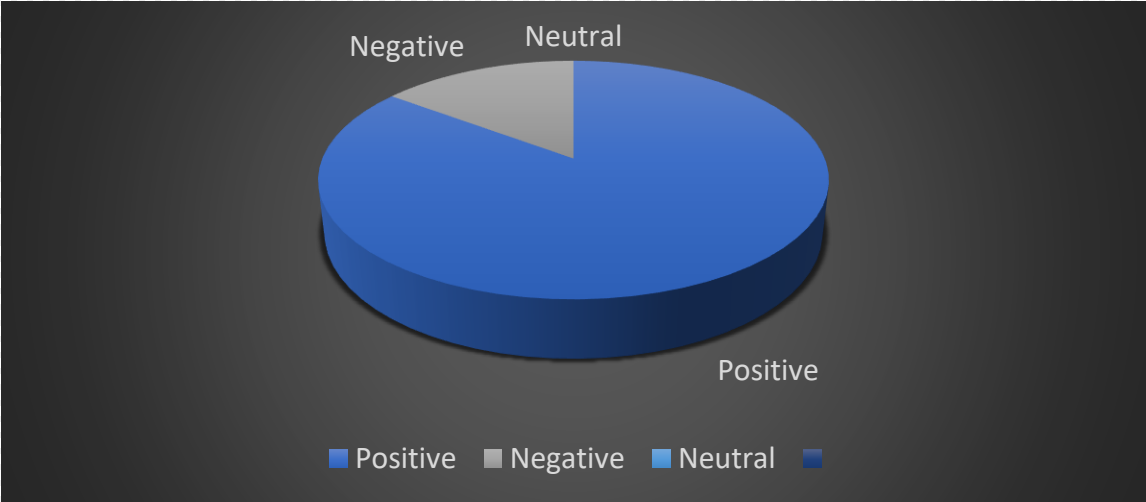
■ Yes ■ No ■ Maybe ■

- Do companies provide detailed information about the drugs in Flipcharts, brochures and calendars ?

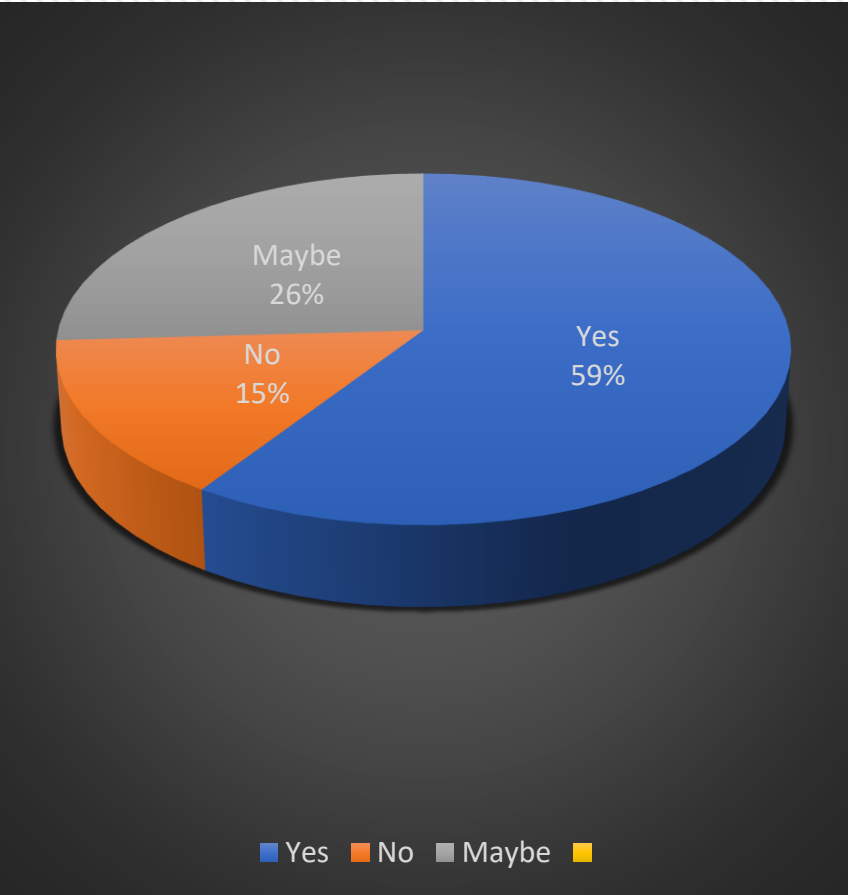


■ Yes ■ No ■ Maybe ■

What attitude do doctors have on promotions?



Do people feel that accepting gifts influences the prescribing patterns of doctors and are they aware about this?



RESULTS

- The doctor-drug company relationship is cultivated by small gestures like brand reminders, as well as gifts that are more blatantly incentives to prescribe.
- Medical lobbyists bribed doctors with gifts in order to induce them to prescribe their products, and many doctors seemed to accept these bribes.
- Although they are subjected to influence the physicians prescribing habits, the majority of doctors had no issue to getting brand reminders.
- Accepting gifts is occasionally justifiable to always, according to the majority of doctors.
- CME programs and academic material are preferable input from the employer for 28 percent of ethical doctors, but gifts and utilities ranging from cheap too high in price are acceptable forms of promotion for 43 percent of doctors

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- From accepting high and low gifts as part of a promotion to gifts in everyday practice that serve as inducements to doctors.
- doctors prescribing practices changes after meeting an MR to misleading or incomplete drug information and manipulating consumers to appropriate drugs
- MRs ensured that the information offered to doctors was limited and skewed towards their products

CONCLUSION

- Drugs companies' medication advertising techniques may be the most untrustworthy scenario in the healthcare industry, according to report. By obfuscating all WHO rules, the pharmaceutical business conceals all safety profiles, makes all claims, and promotes its products for financial advantage. Such initiatives result in the promotion of "me too" medications, unreasonable fixed dose combinations, and changes in prescribing patterns. There are various opportunities for new laws and regulations to detect and penalize these immoral activities, however laws are for ignoring but not enforcing; it is the individual's obligation to change all of these practices.

RECOMMENDATIONS

When treating patients, doctors should consider quality, dependability, and cost, but they must also acknowledge that patients safety

The system's ability to hold individuals and entities accountable for following basic medical ethics, standard procedures, norms, rules, and regulations is not jeopardized, and no drugs are prescribed and dispensed based on the financial interests of prescribers and dispensers.

THANK YOU

