

Pharmaceutical marketing strategies influencing physician's conduct

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Abstract: This research survey Investigate the Pharmaceutical marketing strategies are one of the main reasons that massively influence the physician's conduct This issue has been hardly explored in very little studies that investigated the impact of pharmaceutical marketing strategies on physician's conduct in developing countries **Objective:** This paper aims to explore the impact of pharmaceutical marketing Strategies influence on physician's conduct. **Methods:** The convenience sampling method was used to attain the objectives of the study. A self-administrative online questionnaire was used upon receiving ethical approval, verbal consent was also taken from the participant. used to perform statistical analysis. The study proposes a qualitative Research methodology involving a literature review, a survey of the study population, qualitative data analysis, and ethical considerations. According to the survey, it clearly indicates that pharmaceutical marketing strategy impact on physician's behaviour.

Keywords: Pharmaceutical Marketing strategies, physician conduct, public health.

INTRODUCTION

It is observed that over time pharmaceutical companies managed to establish a very good relationship with the physicians. Instead of targeting the real customers, pharmaceutical companies are focusing on the physicians to promote their medications and sales revenues. Thus, physicians have become the centre of attention and companies are using different tactics to improve their sales. Unlike other industries, marketing practices largely influence the price of medicine via incentives to modulate the doctor's frame of reference. It often happens that pharmaceutical companies adopt methods like gift vouchers, complimentary dines, financing education, and vacation schemes. All the above-mentioned practices are highly condemned as it diverts them from the scientific basis and paves a way towards self-regard. "Controversy regarding gifts to physicians from the pharmaceutical industry has resurfaced in recent years Much of these controversies revolve around the question of whether the drug companies influence physicians' behaviour and, if they do, whether the results are positive or negative"

Types of Pharmaceuticals Marketing Strategy

1. Direct-to-Consumer Advertising (DTCA): This is when pharmaceutical companies advertise their products directly to consumers through TV, radio, print ads, or online platforms. It aims to raise awareness and encourage patients to ask their doctors about specific medications.
2. Drug Samples: Pharmaceutical representatives often provide free samples of medications to doctors, allowing them to try them out and potentially prescribe them to their patients.
3. Sponsored Events and Continuing Medical Education (CME): Pharmaceutical companies may sponsor conferences, seminars, or CME programs for healthcare professionals. These events provide educational content while also promoting their products.
4. Key Opinion Leader (KOL) Influence: Companies may collaborate with influential healthcare professionals, known as KOLs, who endorse and promote their products through speaking engagements, research collaborations, or advisory roles.
5. Digital Marketing: In the era of technological advancement, pharmaceutical companies have embraced digital platforms, including social media, websites, and online advertisements, to expand their reach and engage with healthcare professionals and patients. The influence of pharmaceutical marketing practices on physicians' behavior has garnered minimal scrutiny despite its pivotal role. This study aims to evaluate the perceived impact of pharmaceutical marketing mix strategies on physicians' behavior in hospital settings. The evolving relationship between pharmaceutical companies and physicians has attracted significant attention Social Media Marketing: Search engines use social media activity as a marketing tool. Facebook shares,

6. Brand Marketing: To gain the trust of customers, branding is very important in the pharma sector. From a well-organised website to making names in corporate conferences, brands should know how to make an impact.

OBJECTIVE:

- 1) Identify the most effective marketing technique currently employed.
- 2) Understanding physician perception and attitude toward the marketing practice to a crucial as is assessing the effectiveness of regulation intended to control such marketing.
- 3) Improve patient outcome within the health care system.

LITERATURE REVIEW:

1)Promotion of Prescription Drugs and Its Impact on Physicians' Choice Behavior.Berndt Ernst R., Bui Linda T., Reiley David H., and Urban Glen L (1994)

The authors examine whether and how pricing and advertising influence prescription selection behavior using a comprehensive panel of physicians and data on competitive pricing and advertising. increase. The authors found that physicians were characterized by relatively limited sensitivity to price, that refinement and sampling had predominantly beneficial effects on physicians and that physicians with relatively large Medicare or health insurance patients I have found that I am less susceptible to advertising than other doctors.

2)Pharmaceutical marketing strategies' influence on physicians' prescribing pattern in Lebanon: ethics, gifts, and samples Micheline Khazzaka (2019)

Pharmaceutical manufacturers rely on marketing efforts to influence physicians. Previous research has shown that pharmaceutical companies have successfully controlled the prescribing behavior of physicians in developed countries. However, few studies have examined the impact of pharmaceutical marketing strategies on prescribing patterns in developing and Middle Eastern countries. The purpose of this study was to quantitatively examine the impact of pharmaceutical company strategies on physician prescribing behavior in the Lebanese market in relation to physician demographic variables. Additionally, the study tested whether Lebanese physicians viewed accepting gifts and samples as an ethical practice.

4)A Review Article on Prescription Behavior of Doctors, Influenced By The Medical Representative in Rajasthan, India Ravindra Goyal (2013)

The World Health Organization defines drug advertising as any information or persuasion by manufacturers and distributors whose effect is to influence the prescription, supply, purchase or use of a drug, but misleading information Incentives and unethical commercial practices using How to increase prescriptions and sales of medicines. Healthcare practitioners provide incomplete medical information to influence prescribing practices. We also offer incentives such as conferences, seminars and national and international sponsorships. Doctors also request gifts and other incentives. For example, when a medical association threatens to boycott a company that does not meet its sponsorship requirements, doctors view all medical associations as blank checks. Manufacturers, pharmacists, and healthcare professionals engage in a variety of unethical trade practices. Of particular interest was the finding that pharmacies are major players in this system, communicating drug information directly to patients.

METHODOLOGY:

Research aim

The aim of the research is to find the perception of pharmaceutical marketing strategies' influence on physician's

Research Design:

Surveys and Questionnaires: Researcher may design surveys or questionnaires to collect data from physicians, asking about their experiences with pharmaceutical marketing, their prescribing habits, and their perceptions of the influence of marketing strategies.

Data source:

The primary data source for this research will be questionnaire. This question cover marketing strategies of company for physicians or medical representative

Data Collection :

We will collect the required data by online questionnaires in English language via Whats'app to the Medical Representative as well as Physician participating in the survey, and by visiting the Hospital or any other place especially designated by the competent authority and also from news paper, internet, resource persons, etc. If needed, data will be collected by invoking Right to Information.

PROCEDURE:

The research procedure consist of online survey based on the google form in which questions were provided to patients relating marketing strategies.

Each step was conducted systematically and in accordance with established protocol to minimize the bias of ensure integrity of finding.

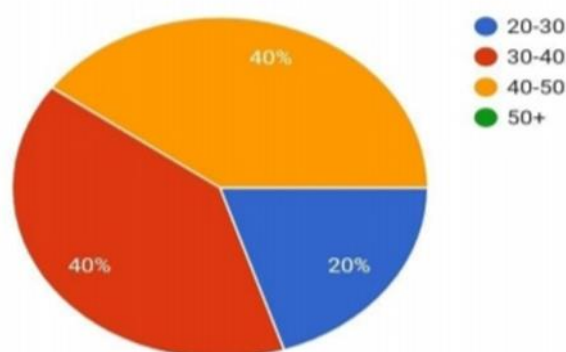
Data Analysis :

The data collected through the questionnaire will be analysis using descriptive statistics the data will be frequency distribution will be calculated for each question. And conclusion will be drawn based on findings.

RESULT AND DISCUSSION :

Response of physician

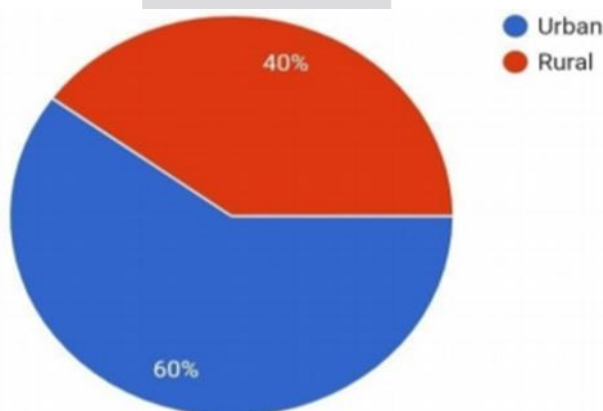
1.Ratio based on age



Total 10 Physician participated in the survey including male and female among which 40.0% were between 30 – 40 as well in 40 – 50 & 20.0% were between 20 – 30 years of age. The demographics characteristics are presented in figure, which indicates that maximum participants are youngsters belonging to the age group of 30 – 50 years.

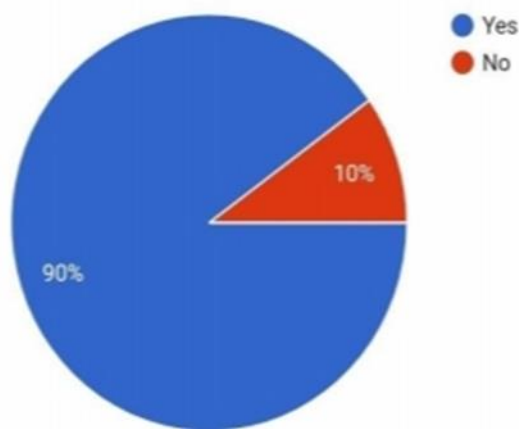
2. Ratio based on place where they belong

Out of total 10 Physician 60.0% belongs to Urban area & 40.0% belongs to Rural area. The demographic characteristics are presented in figure & maximum participants belong to urban areas



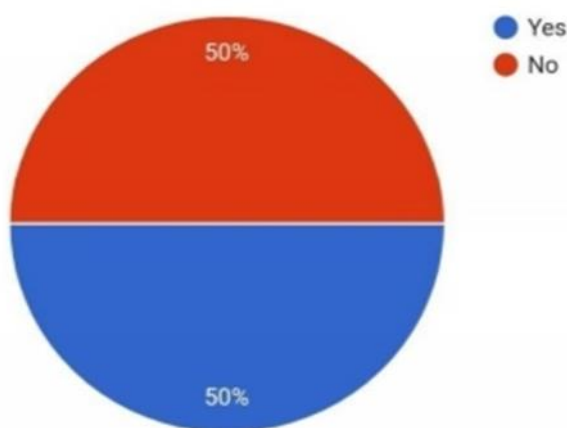
3. Ratio based on attracting ability of marketing strategy

9 out of 10 physician is highly influenced by the marketing strategies of companies, The demographic characteristics are presented in figure. 90.0 % of participant are attracted by various strategy performed by companies.

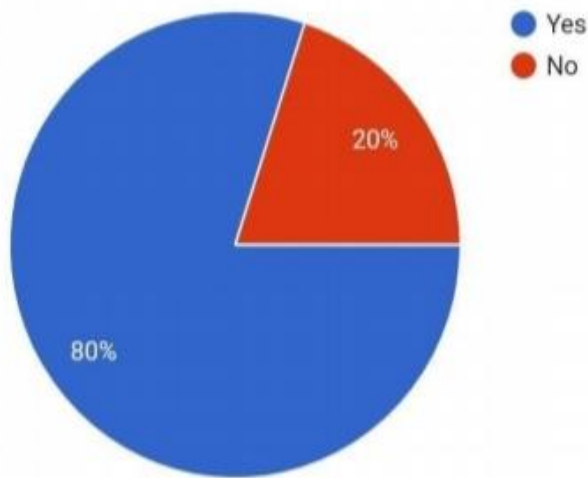


4. Ratio based on Self-involvement of physicians in marketing strategy:-

Out of 10 physician 50.0% have involved themselves in marketing strategy performed by companies, The demographic characteristics are present in figure. shows that 5 out of 10 physicians are interested and involve themselves in marketing strategies

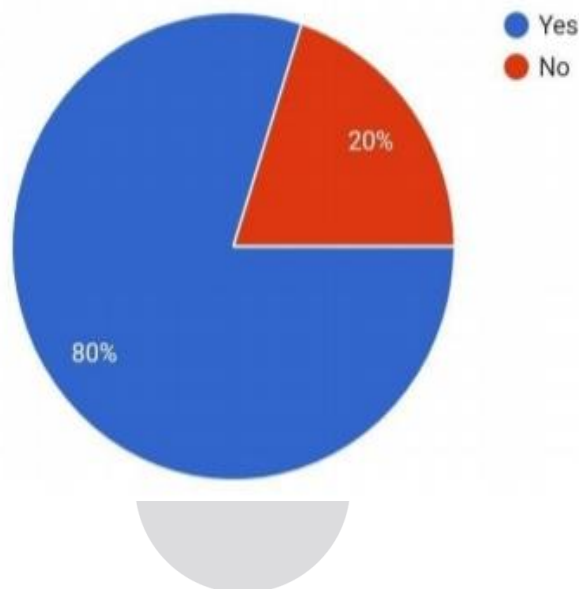


5. Ratio based on comparison of various marketing strategy of companies Out of 10 physician 80.0% of physician compares the various marketing strategy of companies, where as 20.0% of physician avoid the comparison exercise with strategies. The demographic characteristics are presented in figure.



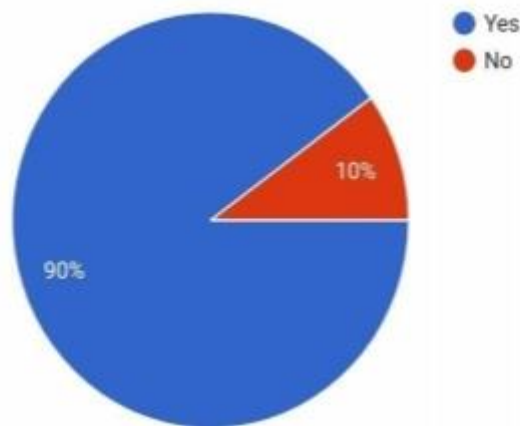
6. Ratio based on decision affecting by approach of Medical Representative

Out of 10 physician 80.0 % of physicians make their decision on the basis of the approaches of Medical Representative & 20.0 % of physician ignore the approaches of Medical Representative. The demographic characteristics are presented in the figure.



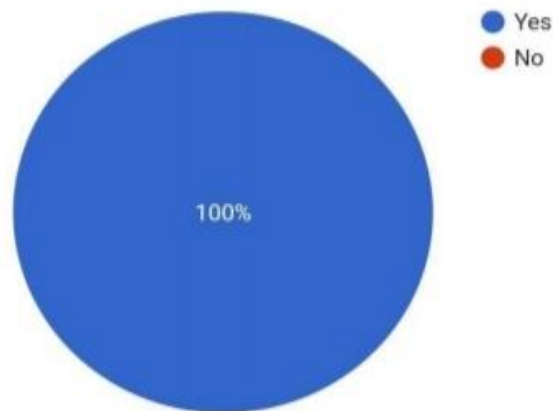
7. Ratio based on collaboration of other physician to change treatment

Out of 10 Physician 90.0% of physicians collaborate with other physicians to evolve the treatment strategy & 10.0 % of physicians avoid collaboration of other physician. The demographic characteristics are presented in figure.



8. Ratio based on physician awareness on current status of drug in the market:

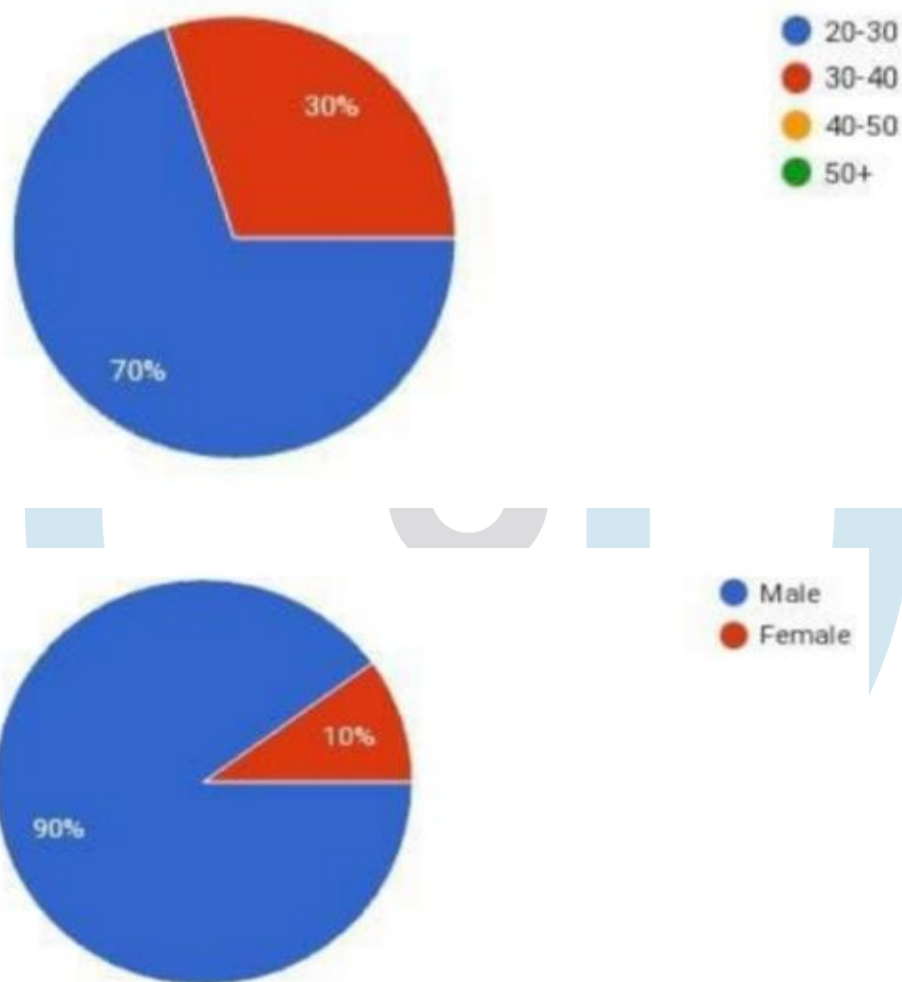
100% of physician are up-to-date regarding the current status of drug in the market. The demographic characteristics are presented in figure.



Response of Medical Representative :

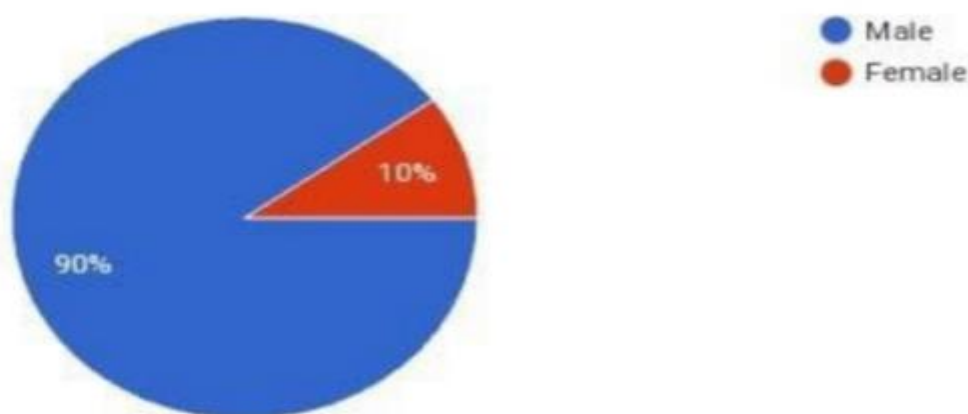
1. Ratio based on the Age otal 10 Medical Representative participated in the survey including male and female among which 70.0% were between 20 – 30 & 30.0% are between 30 – 40 years of age. The demographic characteristics are presented in figure, which indicates that maximum participants are youngsters belonging to the age group of 20 - 30 years

2. Ratio based on place where they belong



Out of total 10 Physician 90.0% belongs to Urban area & 10.0% belongs to Rural area. The demographic characteristics are presented in figure & maximum participants belong to urban area.

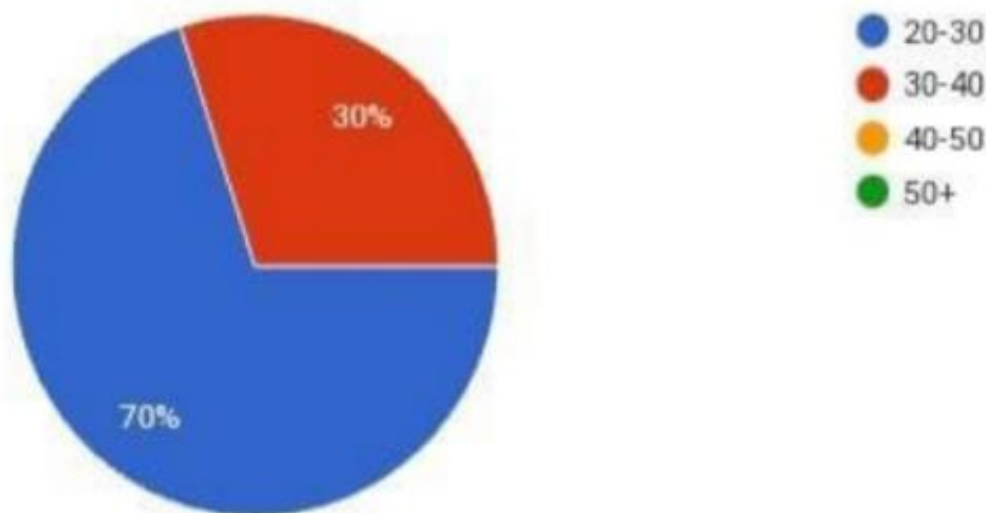
3. Ratio based on Gender Out of total 10 Medical Representative 90.0% are Male & 10.0% are female. The demographic characteristics are presented in figure & maximum participants are Male.



4. Ratio based on difficulties in making appointment with physician

Out of 10 Medical Representative 70.0% of Medical Representative faces difficulties in making an appointment with physician, where as 30.0% M.R. won't face any difficulty in making an appointment with physician. The demographic characteristics are presented in figure.

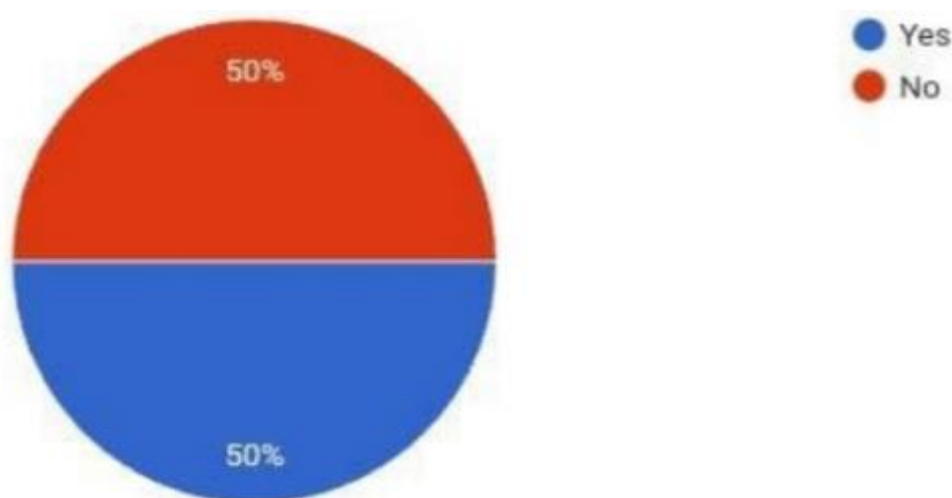
5. Ratio based on Physician keeping Medical Representative on waiting for longer period of time.



Out of 10 Medical Representative 70.0 % of Medical Representative have to wait for longer period of time to meet physician & 30.0 % of Medical Representative don't have to wait longer period of time. The demographic characteristics are presented in figure

6. Ratio based on change in approaches of Medical Representative due to longer waiting period.

Among 10 Medical Representative 50.0 % of Medical Representative changes their approach towards physician after a longer period of waiting. The demographic characteristics are presented in figure.



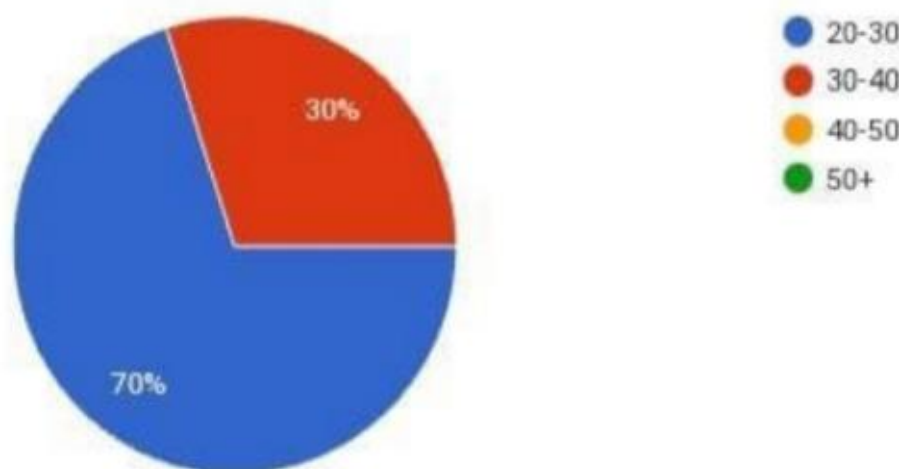
7. Ratio based on Medical Representative & their respective company helping in enhancing the clinic of physician

100 % of Medical Representative and their respective companies help out physician to enhance the appearance of their clinics. Although enhancing is done in advertising manner by companies it make clinic look nice & clean. The demographic characteristics are presented in figure



8. Ratio based on discount provided by Medical Representative to Physician

Out of 10 Medical representative 70.0 % Medical representative provide various kinds of discount to increase the sale of drug product & 30.0 % of Medical representative won't provide any sort of discount. The demographic characteristics are presented in figure.



CONCLUSION:

Both medical representatives and physicians face significant challenges in the realm of pharmaceutical marketing. Medical representatives must navigate regulatory hurdles, gain access to busy physicians, and effectively communicate product benefits amidst competition. Meanwhile, physicians grapple with information overload, time constraints, and ethical considerations while evaluating and incorporating pharmaceutical marketing into their clinical practice. Despite these challenges, fostering transparent and collaborative relationships between medical representatives and physicians is essential for promoting evidence-based prescribing practices and ultimately improving patient care. Finding a balance between the interests of pharmaceutical companies, healthcare providers, and patients is paramount to ensure ethical pharmaceutical marketing practices and optimal healthcare outcomes. The survey on pharmaceutical marketing, encompassing physicians and medical representatives, elucidates critical insights into the efficacy of current strategies. It is evident that these strategies significantly influence prescribing behaviours, with younger physicians notably more inclined to adopt new product categories, reflecting a generational receptivity to innovation. Physicians display a pronounced interest in participating in the development of marketing strategies, suggesting that their involvement could yield more tailored and effective approaches. Financial incentives, particularly diverse profit margins, are pivotal in attracting physicians, underscoring the importance of competitive financial propositions. Furthermore, the acceptance of promotional gifts remains prevalent, though this practice necessitates careful balancing with ethical and regulatory standards. Medical representatives, however, face considerable challenges in securing appointments, often encountering protracted waiting periods, indicating a need for more efficient scheduling and access strategies. In summary, while financial incentives and promotional gifts retain their influence, there is a burgeoning interest among younger physicians in engaging with marketing strategies. Addressing the logistical challenges faced by medical representatives and incorporating physician feedback are essential for enhancing the overall effectiveness of pharmaceutical marketing.

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