

Brief Review on Pharmaceutical Sales and Marketing

Santosh kumar tiwari¹, Prashant Kumar Verma², Smita Verma.³

¹Students, ²Assistant Professor, ³Principal.

NIRMALA DEVI PHARMACY COLLEGE

NAYANSAND, GAURABADSHAHPUR, JAUNPUR, UP 222133, INDIA.

Date of Submission: 28-05-2024

Date of Acceptance: 05-06-2024

ABSTRACT: This paper seeks to find out various dynamics and changes which are experienced within the mechanics of the pharmaceutical industry. The discovery is very expensive, running into millions of dollars, and when the manufacturers prepare a drug to go for sale, it is subjected to a very rigorous clinical trial period to qualify for approval by the drug administration agency. Thus, it can take up to fifteen years to bring a drug to market or ten to make relevant changes to an existing drug. That point of profit legitimacy only lies during the years that the patent hasn't expired yet, which allows generic companies to create the identical medication in order to sell it. In this format, they have to redesign the mechanism of presenting the drugs to the public so that the marketing cycle can be further enhanced in a bid to increase the overall revenue returns. Essentially, the firm observes that the capacity of the sales force is diminishing progressively with time, coupled with the annual sales per salesperson. Expenditure relating to people is becoming higher and higher; however, income is not rising to the levels that allow the hiring of more sales people. Because of this, businesses are searching for measures that will help decrease costs and other losses with an aim of increasing profits without having to hire more salespeople. Despite being implemented in other industries and sectors globally others in the pharmaceutical sector have been relatively slow in the adaptation of business intelligence and performance management technologies. The goal of this white paper is to empower the prospective pharma firm associates with understanding of opportunities available to them in sales and marketing segments with BIPM.

Keywords: Marketing of Pharmaceuticals, Marketing communication, Consumer behaviour, Marketing for environment and OTC Medicines.

I. INTRODUCTION:

Marketing civilization's objective of creating value is to fulfil both personal and organisational satisfactions and create a benefit. It

is a managerial and social activity that overall to fulfill the objectives of the organization. Selling is the process in which the reseller presents a product to a specific customer to the benefit of both the buyer and the seller. That is true in the marketing of drugs as well in the pharmaceutical industry. The last special step is to write a prescription for the kinds of goods which you will be selling. In this respect and considering factors fostered by competent professionals, there remains only the customer. Comparing the advertising of prescription medications and other things here. In marketing strategy and market segmentation of different product categories the person who uses a particular product is referred to as the customer or client. The target consumer is the buyer of the final goods, specifically, the buyer of the pharma product, which is a doctor or a group of doctors. Therefore while defining the strategic marketing plans, it will also be necessary to consider as to who is the prescribing physician. Meaningful, as a result, marketing campaigns for pharmaceuticals are directed to educate and persuade the doctors about the merchandise.

The pharmaceutical in India having 3rd ranked.

Independent Companies – The pharmaceutical independent companies are also very powerful in India Fortune, Nicholas Piramal and Ranbaxy are some of the top companies in this sector in India. The fifth by value but the largest by quantity or bulk. Currently, generic medicines account for one fifth of volume of export with India being the largest exporter of standardized medicines globally. It can thus be deduced that the global pharma industry has not been immune to change in the past one decade. The major challenges attached to increased globalization, competition and fight for dominance in the global market can be seen influencing pharma companies in various ways.

The globalization, especially in the current fast world is making the pharmaceuticals business

domain to narrow down the entire business domain. Industry has kept awake by the development taking place in this particular industry and more so position of the industry can only make innovation remain as vital tool in survival of the industry. Decision in organization in pharma marketing is done the basis on the drug industry. It is undeniably mandatory that the Character of Pharmaceutical Marketing products diverges in some way from mass marketing, yet the domain Need endures in its essence. The Third Type: Threat of acknowledgment and providing the solution.

II. OBJECTIVES:

- To understand what exactly Pharmaceutical Marketing is or what it means fundamentally
- Altogether, the literature survey outlines general conclusions about pharma marketing:

III. ROLES AND RESPONSIBILITIES.

Roles

Contrary to more specialized positions or roles, the PM is a generalist involved in numerous tasks concerning the item life cycle. In most cases, a producesuperior will oversee a specific product or a part of it from its design and planning stages through implementation.

Responsibilities:

1. Gathers and assess data coming from competition and market study findings.
2. Evaluates and collaborates with internal teams, such as manufacturing, marketing or research and development, to create product requirements. Specializes in certain areas, improves the features that are in the product and creates new ones which are as required.
3. Aids in at times testing, identifies issues and provides solutions.
4. Responsible for preparing and delivering reports of results and short-comings, improvements needed, conditions that exist and the means of controlling risk.
5. Every one of the PM's responsibilities but to a lesser extent without large decision-making control to gain the skills towards progression.
6. Gathers requirements about customers and features; generates and documents good solid requirements; determines and schedules the dates for releasing; and controls sprints successfully.

7. Positions itself based on the needs of the client to establish the quality of the Personas, create Epics, as well as codify user stories that align with the plan.

IV. THE MARKETING MIX FOR PHARMA MARKETING.

There are different marketing mix in pharmaceutical marketing but the most important of them is the marketing mix. As you can see from the above classifications, it can be a highly integrated attempt of various These are the ingredients for persuading, the place the product is available, and the advertizing; the trio extra Ps that Booms and Bitner proposed to utilize for comprehending service characteristics: persons, procedures, and tangible proof; and the three more additional Ps of cooperation, policy, and packaging which were introduced in order to depict the specificities of incorporation as a part of a single medical treatment. Based on 10 P's, a business centred, because 'segmented' data need to be coherent By observing the options available in a workplace (like health and social care workers) to fulfill the requirements of stakeholders and consumers or patient. Thus, this typology provides the basis and justification for marketing strategies aimed at the encouragement and enrolment of integrated together with stakeholders and the target population. Thus, this typology provides a backing for marketing decisions intended to encourage as well as coordinate the implementation of integrated care and provider engagement with those entities of health and social care that are directly or potentially relevant to users and other stakeholders.

In the context of the marketing mix, the prime importance is accorded to the product in the goods category. The fixes are referred to as "products Suppliers" The health and social care solutions that the integrated care provider offers Patients are healed by the fixes or fix packages or the solutions These fixes can be existing integrated care product healing range (for example, a selective fixing drug or equipment) an enhanced integrated care offering range (for instance, customer service of setting up appointments and follow up, finance or installment and security like CCTV and security personnel) Product evaluation makes it easy for the business to function since it helps to look at some of the most important aspects in consideration with much ease.

This disagreement is in regards to the pricing strategy or the price): METHODOLOGY

There is no doubt that communication is one of the key factors contributing to business. The primary mode of drug pricing in the pharmaceutical industry is the value pricing, therefore the more critical factor of price will be the amount spent on R & D and severity of the disease. The cost for that care is the amount of money which the target consumers have to fork out to the health care providers, in order to become qualified for solutions for their social and health requirements. Cost of remedies for social and health care does not only involve monetary earnings of health care providers but also the affordability aspect of the remedy together with the perceived worth/quality of the remedy by the patients.

Place or physical Distribution.

This far reaching approach influences the processes of the business across the board. It refers to the way through which systems of joined up care move H&SC products to their users. In order to exceed or at least provide appropriate perception, pharma care providers introduce this point of sale and distribution technique for health and social care solution situations, businesses also consider the distribution mechanism.

People.

Of course, it is possible to state that this group unquestionably comprises the key segment for attracting marketing campaigns. Multitasking patient care employees including attendants, nurses, pharmacists, and other patient care givers who directly or indirectly deal with patients and or participate in the administration and distribution of pharmaceutical products are referred to as “patients receiving integrated care.” physicians, enfermistias, administrators, technicians, assistants, laboratory staff, investigators, cardiologists, dentists, nutritionists/nurses, radiologists, paramedics, chemists, psychologies, therapists, surgeons, social workers, and a variety of other types of personalities with health care education and administrative and/or health and social care services as huge examples.

Promotion.

Unlike regular goods that fit the description of other industries’ FMCG or Consumer goods, products in pharma have a different outlook. Phrama, although has otc products with a product advertised methodology, it

has life saving medicines with a conventional approach. Starting from doctors and going through leading to the major end consumers, namely, the pharmacies, everyone directly or indirectly gets engaged with professional sales representatives in a chain. Some of the major strategies/tactics which may apply are social media communication, public relations, sales promotion, direct marketing, advertising and personal selling. To enable independent H&SC organisations to collaborate and to establish integrated care models at the same levels (horizontal, vertical, structural and Virtual), payers can support integrated care providers role as panel institutions that serve patients, health and social care needs through use of same resource and approaches.

Physical evidence.

It assists the marketing function a great deal[[url](#)] Tangible health care deliverable is the physical evidence that is inherent in the health care service context. As for tangible measures for evaluating integrated care, there are many distinct aspects of the medical facilities that are involved in the process (clinics, hospitals, care facilities) where clients and interested parties may record evidence of a tangible demonstration of best practice, including staff credentials and the state of the facilities; this is accompanied by other forms of record evidence which may act as proof of satisfaction with the integrated care services (awards, testimonies, pamphlets, When the Representatives from Professional Sales (PSR) gets to the doctor, these are physically manifested in the form of catalogue and the pamphlet which help the doctor in prescribing the medications.

Process.

Marketing in pharma is all about ‘process’ since this term unites all the activities that are related to this sphere. The term “process of service” pertains to the way in which health care providers carry out and supervise techniques, methods, and systems to deliver health and social care services (including follow on services where necessary). To some extent, the procedure helps to outline the field of activity for the influence of intermediaries in the work of pharmaceutical companies more accurately.

Packaging.

Promotion of good health and protection of products is the primary role of packaging in its simplest form. This argument stems from the

oversights regarding the identity of packaging with the product and promotion, as well as possibly with the other pieces in the marketing mix. It is primarily associated with the process of advertising the product.

Partnership.

The interdependency between the health care and pharmaceutical professions and professionals and the other health and social services providers requires collaboration to put in place and deliver sustainable public health and social care services. solutions to deliver medical care; joint working arrangements mean that two individual suppliers pool their resources in order to deliver a better standard of care than perhaps they could do alone. h 'across, where information is passed between similar levels in the continuous learning process, say by the multidisciplinary teams of care linking different care types (primary, secondary, and tertiary); in terms of structure, through unifying into a new single body; and, to an extent, by closely working together the medical personnel, including doctors and social workers, forming the network, the partnership will allow patients to receive the complex care that focuses on building, reclaiming, and maintaining patients' well-being. The accessibility of such partnerships and the returns that may be accrued as a result may also create a ripple effect. the creation of new alliances with other parties such as integrated Paya, and providers of the treatment.

Policy.

Policy is the statement of intent that guides endeavors and processes in coming up with procedures in the medical sector. Policies, in effect therefore, are approved via the governing body also often referred as the integrated care board, responsible for the development and regulation of the process, as well as the organization of methods and practices aimed at the provision, management and planning of health and social welfare programs. It does so by structuring the elements of the marketing plan based on the fact that integration must follow rationalisation and it is therefore due to policy that is important in integrated care 2020.

V. CONSUMER BEHAVIOUR IN PHARMACEUTICAL MARKET.

Several activities incorporated in consumer purchasing behavior engage a wider area of the consumer's strategies in acquiring products. As a result, the focus of marketing efforts is placed

on the use of goods, ideas, and efforts by the buyers. The process through which a consumer arrives at a decision to buy a particular product is known as consumption process. Consumers buy products to gain productivity which is important in marketing. It includes several cues on when, what, why and how often and or how frequently consumers should take the product. Usually, a customer is a buyer, particularly an individual, or any other person with certain characteristics such as age, sex, tribe, or faith and undertakes to buy commodities with a view of using them and not for the purpose of resale. A customer is on a large person or entity that can decide whether or not to buy a product from a certain shop, and may be influenced by the ads and advertisements. Paying consumers offer more than solutions for paying for purchased items, and so the overall behavior of consumers is not limited to methods of paying for the products. Marketing management efforts are thus centered on the use of services by the consumer, his/her behavior, and ideas. Conduct consuming refers to the approaches that people or organizations employ to acquire, use or dispose goods and services, ideas, or experiences with the aim of satisfying wants and needs. This is a very important factor to consider, especially if you need to understand how customers make their choices in goods. The four Ps are a series that is composed of incentives for consumers. In the environment of consumers, there are some factors that are influential in making decision about the, purchase and they are, Economy, Politics, culture and Technology in the surrounding of consumers.

Consumer behavior research has several applications, such as evaluating requests, monitoring brand behavior, forecasting in conjunction with timely product delivery, and assisting with cost calculations. In reality, consumer behavior is a very complex area that integrates concepts from marketing, consumer politics, to name only a few academic fields. Client Both significant and insignificant elements play a role in purchasing decisions. components, such as mental models and belief systems, values, self-awareness, and tangible items, such a tangible object or service.

VI. THE PHARMACEUTICAL INDUSTRY'S ADOPTION OF GREEN MARKETING.

"Green marketing" refers to the promotion of products that are thought to be ecologically benign. Discerns, anticipates, and profitably

addresses the demands of society and clients in the long run. For businesses operating in the present as well as the future, sustainable business practices are vital. An overview of the research on green marketing for drugs that covers definitions, various implementation stages, and green marketing Acceptability among reveals the views of their clientele regarding green marketing, the Indian pharmaceutical industry, and marketing tactics. The pharmaceutical company was mainly interested in knowing what consumers thought of environmentally friendly products. Nevertheless, a great deal of research has been done on green marketing. Environmentally friendly pharmaceutical advertising has not been the subject of many papers. Green marketing is becoming more and more in demand. especially in recent years, as the world has been under extreme stress Creating a sustainable industry based on environmentally friendly products, or "Green" products, is essential.

VII. EXECUTION IN PHARMACEUTICAL MARKETING.

Based on the analysis, implementing is more important than just planning the strategy. The connection between a doctor and a patient can be compared to the relationship between suppliers and customers in any market. This has led to marketing expanding into a broader framework for developing ideas and incorporating goods and services using a comprehensive prevailing logic. The concept of "Green Marketing" is linked to the marketing mix, both of which require expert implementation. It can be inferred that the success of drug descriptions is a result of the marketing efforts put into that specific product. It is crucial to note that providing free drug samples and the associated costs are traditional practices in the industry.

VIII. PHARMACEUTICAL MARKETING: WAY FORWARD.

Pharmaceutical marketing, like various other industries, is constantly evolving. The future of marketing is changing in all sectors, including Pharma Marketing. This essay suggests that embracing green marketing may be the most suitable approach for the pharmaceutical industry. Adopting a green strategy involves focusing on environmentally friendly practices such as using sustainable packaging materials, proper disposal of medical waste, and implementing marketing tactics that align with environmental values. These green

initiatives are expected to appeal to the pharmaceutical industry's marketing efforts.

IX. PHARMACY INTERMEDIARIES' EXTENDED PART IN PHARMA MARKETING.

Intermediary conflicts in the marketing industry are a recognized challenge. Managing distributorships in Pharma marketing is essential. The resolution is focused on enhancing communication within the channel. As more companies transition to digital platforms, data integrity and management in the Pharma industry will be key. Utilizing intermediaries, especially for over-the-counter products, can be beneficial due to the various distribution channels available. Recognizing intermediaries as important business partners is crucial for effective brand management in the current landscape. Efforts to strengthen brand management will continue to evolve in response to this dynamic environment.

X. CONCLUSION.

Pharmaceutical marketing offers both opportunities and challenges that are unique to the industry. Unlike marketing processes used by non-pharmaceutical companies, the pharmaceutical industry faces challenges related to globalization, increased competition, and the need to establish dominance in the global market. These challenges can be mitigated by focusing on core marketing principles such as people, physical evidence, place, promotion, product, and price. Innovation in the industry leads to improved performance, with the Green Marketing strategy setting new standards.

The pharmaceutical industry has a diverse clientele, with patients being the end consumers and doctors and pharmacists serving as clients on one end of the spectrum. While over-the-counter (OTC) product marketing may resemble traditional marketing campaigns, pharmaceutical products, being life-saving medications, require a different approach. In this industry, the goal is to sell the idea that patients will demand the product and doctors will prescribe it.

In pharmaceutical marketing, the focus is on meeting the needs of customers, unlike the fast-moving consumer goods (FMCG) industry where products fulfill needs. The future of the industry may rely on the expanded role of intermediaries, who play a crucial part in the success of pharmaceutical marketing strategies.

REFERENCES.

- [1]. During the South Western Marketing Association Conference in Houston, Texas in 1999, Dey, A., Chandra, A., and Rai, U. K. discussed a macroscopic perspective of pharmaceutical marketing in India.
- [2]. In 2004, John Buckley called for an overhaul of pharma marketing in an article published in the electronic journal for organization studies and business ethics known as EJBO.
- [3]. In 2006, Constantinides reviewed the marketing mix with a focus on 21st-century marketing in the Journal of Marketing Management.
- [4]. L. Kumar & C. M. A. Panigrahi (2014) focused on educating physicians through advanced marketing strategies in the Asian Journal of Management Research.
- [5]. Panigrahi, C. M. A. & Kumar, L. (2014) emphasized educating physicians on cutting-edge marketing strategies in the Asian Journal of Management Research.
- [6]. K. E. Groves (2006) explored how doctor profiles, practice characteristics, and pharmaceutical marketing campaigns influence doctors' prescribing behaviors.
- [7]. Danner, S. & A. Ruzicic (2007) discussed Salesforce efficacy in marketing within the pharmaceutical sector in the Journal of Medical Marketing.
- [8]. Bhangale, V. (2008) examined the opportunities, challenges, and future prospects of pharma marketing in India in the Journal of Medical Marketing.
- [9]. Bansal, I., and Kasliwal, N. (2013) investigated the impact of promotional materials on physicians' prescription practices in the Indian Journal of Marketing.
- [10]. Bhambere, D. S., Ahirrao, S. P., Kankate, R. S., & Laddha, U. D. discussed Pharma Marketing Management in accordance with the PCI Syllabus.
- [11]. Ahmed (2014) studied physician prescription behavior and the role of pharmaceutical marketing mix strategy in The Pharma Innovation.
- [12]. Parekh, D., Shah, K. (2016), and Kapupara, P. conducted a review on digital marketing for pharmaceuticals in the Research Journal of Pharmacy and Technology."