

Evaluation of multi - channel closed loops marketing over pharmaceutical Enterprises in social media platforms

A.Vasanthan¹, Dr.K.L.Senthil Kumar², Dr.P.D.Gokulan³, R. Menaka⁴

¹Associate professor, srivijayvidyalaya college of pharmacy, Dharmapuri, Tamil Nadu.

²Principal, srivijayvidyalaya college of pharmacy, Dharmapuri, Tamil Nadu.

³professor & Head, srivijayvidhyalaya college of pharmacy, Dharmapuri, Tamil Nadu.

⁴Student of final B.pharm, srivijayvidyalaya college of pharmacy, Dharmapuri, Tamil Nadu.

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ABSTRACT:

Social media marketing is entering in every prospective field and results are beyond imagination. Social media is definitely going to change the market dynamics. Platforms such as Facebook, Twitter and You Tube are now a part of businesses communication strategies, leading to a dialogue between users/consumers and marketers. Direct to consumer advertising of pharmaceutical increased in the United States between 2015 and 2016 by 9% to \$5.6 billion^[1]. Minimal guidance has been provided by the Food and Drug Administration (FDA) and Federal Trade Commission (FTC) when it comes to social, media, and ethical guidelines have only been loosely applied, if at all. This study shows that not all pharmaceutical companies are present on social media, and some platforms are more used than others.

Keywords:

social media, Adverse drug reaction, promotion, face book, you tube, Twitter, Digital engagement, Healthcare portals.

I. INTRODUCTION:

Social media marketing (SMM) is unleashing huge potential in each industry ranging from a small retail store to a massive hospitality chain. Social media marketing basically involves all activities related to social sharing of content, videos, images, feedback, awareness, knowledge etc. for marketing process^[2]. Companies are now targeting their specific products, consumers are able to share experiences and discuss idea and industry-consumer relationship is going beyond the point expected. In present scenario, 120 millions of populations are the active internet users and 900 plus millions are mobile phone users. Companies

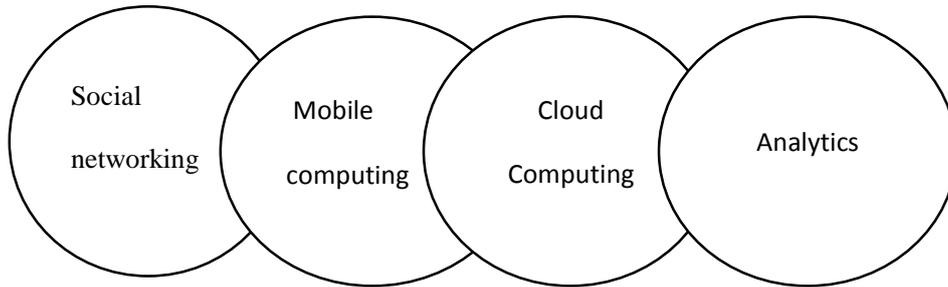
are concentrating efforts in social media (e.g., Facebook, Twitter and you Tube) in order to increase their streams of profit. Social media marketing has provided the best source of awareness, perception, attitudes, responses and expectations for doctors and patient population. The terms “DTCA,” “pharmaceutical advertising,” and “prescription drug advertising” are used interchangeably, ultimately meaning promoting a prescription drug to a consumer. The purpose of this is to explore the current regulations and guidance available to pharmaceutical companies when advertising on social media directly to consumers^[2].

Factors affecting social media marketing in pharmaceutical industry:

- Rise in digital communication
- Rise in e-patient
- Use of health portals
- Imbalances in risk assessment
- Reduction in cost for information storage and sharing
- Holistic Pharma value chain
- Adaption of multi-channel and closed loop marketing
- Reduction in cost for storage.
- Change in the outlook of Indian healthcare practitioner

Adaptation of multi-channel closed loop marketing:

Pharmaceutical industry in India is facing the change in the India healthcare provider and patient interaction. Closed loop marketing and multi-channel marketing are the new flavors in the market^[3]. Many social media campaigns were found to be in the area of pregnancy, childcare, oncology, geriatrics etc. that proves Indian pharmaceutical industry has to change their marketing strategy.



Ethical considerations:

Promoting pharmaceutical products brings up a number of concerns from an ethical standpoint. There has been a growing acknowledgement internationally that government bodies responsible for ensuring the safety and effectiveness medicines have faced serious challenges when protecting the public from harm once people in the uncontrolled, realworld context use the products.

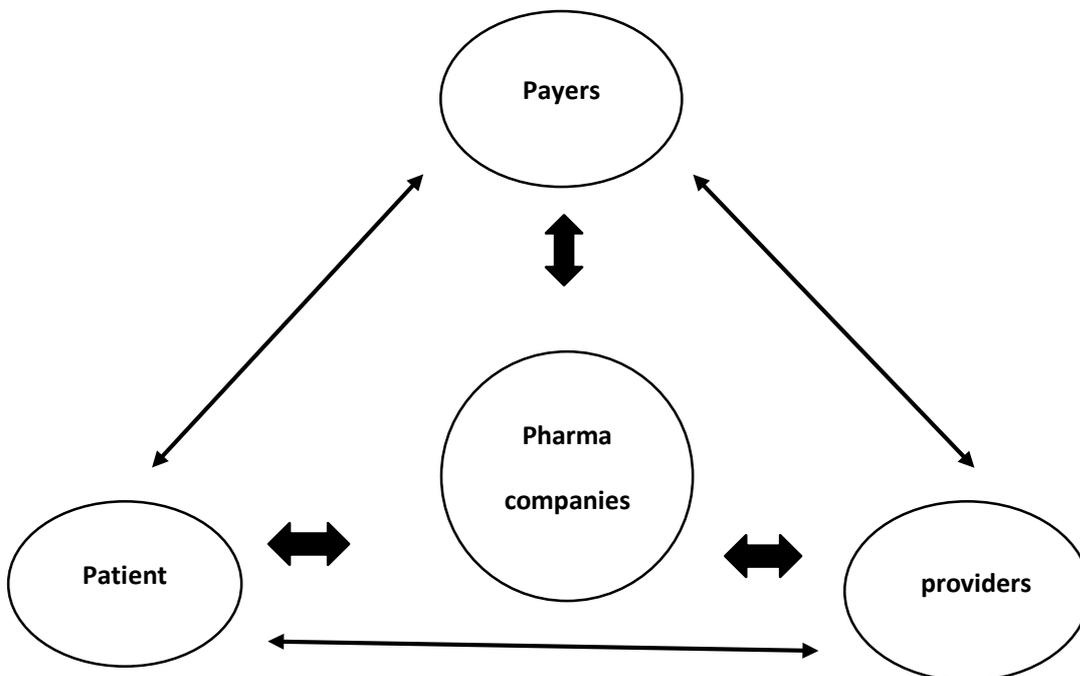
The various considerations are as follows:

- ✚ Protection of the particles from the harmful effects of medicines.
- ✚ Generating quality data of the correlation of the ADRs with drug treatment.
- ✚ Anticipate in decision-making for the action plan in case of ADRs.

- ✚ Transparency in maintaining and reporting of ADRs.
- ✚ Minimization of risk and maximization of the benefit to patients.

Evolution of pharmaceutical marketing:

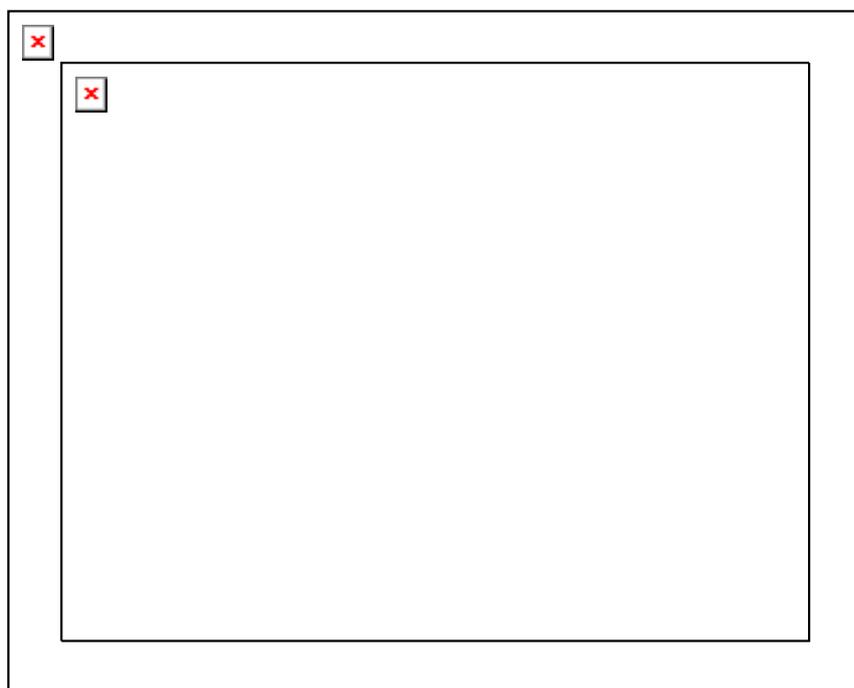
The pharmaceutical industry has been growing in a steady way, around 4% to 7% annually and is getting quickly to a market value of 1 trillion American dollars, while facing difficult challenges in innovation and marketing. Society sees two conflicting features in medicines. Pharmaceutical companies must be aware of these two features while they capitalize on their innovations. They involve the relationship between the company with its 3 key stakeholders (patient, healthcare provider and payer) .



Source of information:

No doubt, web-based information is the best source for collecting information on ADRs, but this source is associated with various fallacies. The main problem encountered is over-reporting. This happened with google for over-reporting of flu

infection in public forum. This was based on the estimates on surveillance reports from laboratories across the united states [4]. Thus to overcome this problem a constant adaptation and recalibration of information is needed.



Social media marketing :

People responsible for taking decisions in companies and also consultants are trying to find ways to increase companies' profitability through social media (e.g., Wikipedia, You tube, Facebook and Twitter). Social media is defined as "forms of electronic communications (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content. 49% of the consumers surveyed searched through social channels for treatments and general information, 43% searched for doctors associated with particular condition, and 38% searched for alternative treatment options. Before social media the internet already allowed a limited user interaction. First web generation is considered to be (web 1.0) the "read-only web".

Second generation considered to be the (web 2.0 "read-only web". Technologies associated with the web 2.0 permitted the creation of groups of people who shared the same interest for social interactions. Prototypes are converted, with time, into modern social media platforms (e.g., Twitter and Facebook) "social media are means for

consumers to share text, images, audio, and video information with each other and with companies and vice versa, encouraging brand engagement at a deeper and broader level than before.

Data analysis and treatment:

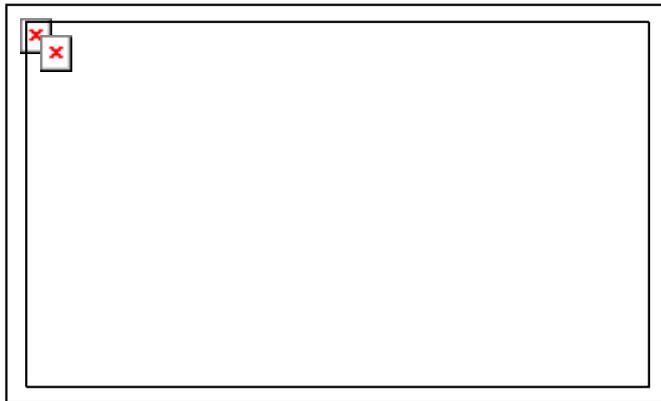
The data analysis were done through the platforms of social media like [5],

🔗 **Facebook data analysis**

🔗 **Twitter data analysis**

🔗 **YouTube data analysis Facebook data analysis:**

It is important to clarify some details related to two companies. The pharmaceutical company Johnson and Johnson is highlighted because it was not possible to analyse its Facebook presence due to method's restriction. It was included the company Genentech in the route analysis, because it is reposable for the most medicines of group Rouche. Another important aspect is the fact that Rouche's and Abbott's Facebook pages are dedicated to careers, while Astrazeneca's and Sanofi's Facebook page are dedicated to USA population.



Twitter data analysis:

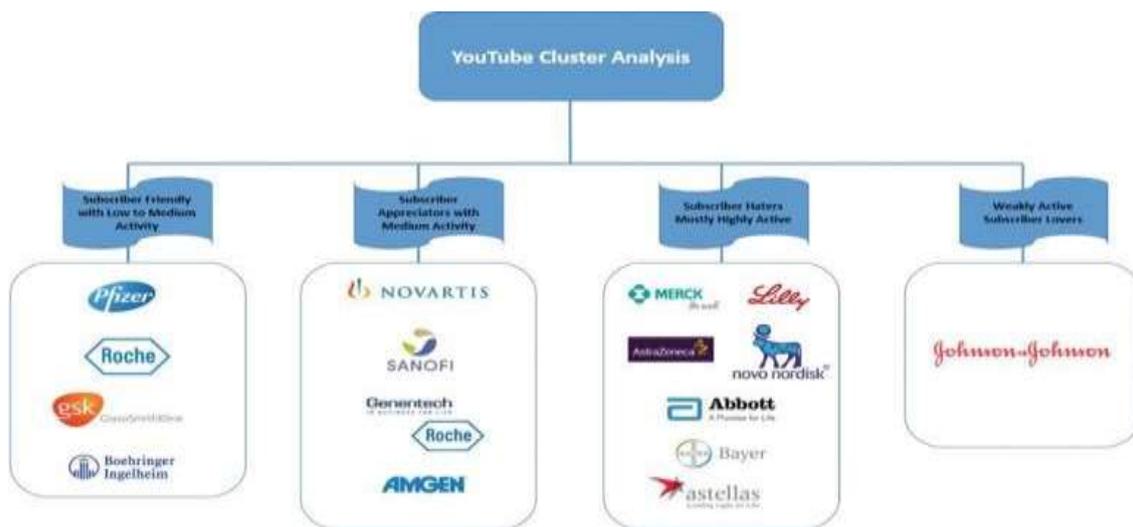
The pharmaceutical presence on Twitter, was composed of 18 pharmaceutical companies. All the 18 companies which have a Twitter account are represented. It is important to clarify some details related to one company. As was the case for the Facebook analysis, because it is responsible for the most successful medicines of group Roche.

Another important aspect in the fact that Teva's Twitter account is directed to Spanish population while Astellas pharma's Twitter account is dedicated to USA population

Youtube data analysis:

The analysis of pharmaceutical presence on youtube that 15 companies have a youtube channel. Again it is important to restate that for this analysis, the company Genentech was included in the Roche analysis, because it is responsible for the most succesful medicines pf group

Roche. Alsobayer'syoutube channel was not directly related to Bayer Healthcare, so the company's symbol 69 was only related to Bayer.



Advantages

- ❖ Social media brings more benefits when comparing to traditional media.
- ❖ Social media platforms allow pharmaceutical companies to be aware of the customers' needs.
- ❖ Knowledge information about the company, products and brand.

- ❖ Social media platforms is the fact that they are a more-cost efficient approach than social media.
- ❖ Communicate with larger audience and a wider reach when comparing to traditional media.

Disadvantages:

- The pharmaceutical industry has been slow to adopt social media.
- Highly stressing regulatory environment

- Security issues raised by new technologies
- Uncertainty of how to engage directly with patients
- Warning letters that discourage the adoption of social media by pharmaceutical industry

[7]. <http://public.dhe.ibm.com/common/ssi/ecm/en/gbe03477usen/GBE03477USEN.PDF>

II. CONCLUSION:

Social media took over the online world, connecting more people, firms and brands. There are a number of industries that are still lacking in social media exposure and interaction with customers. The analysis of the activity of pharmaceutical companies on social media revealed that in the several parameters studied for each social media platform there were diverse settings of scenarios. There is not an association between a good performance in this raking with the size of the companies in terms of revenue and employees. Online medical consultation is becoming popular in which new options like online appointments, video calls with doctors, getting knowledge from social media is at higher side. DTCA on social media can quickly become a costeffective and positive way to market pharmaceutical solutions to consumers.

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