



## Pharmaceutical Sales and Marketing

*Mr. Ghadmode Shubham Bandu<sup>1</sup>, Dr. Gawade Shivaji P.*

<sup>1</sup>Student, LNBCIOP, Satara

<sup>2</sup>Asst. Prof. LNBCIOP, Satara

### ABSTRACT:

Sales of Pharmaceutical products, which may include medicines, or surgical devices, consumables of any form, machines, and equipment used in surgeries is called Pharma Sales. The pharmaceutical sale is very different from regular sales of any kind right from the product to the customer to the process of selling

The most common fungal infections include ringworm, athlete's foot, fungal nail infection, and they are boosting this market during the forecast period in addition to this, the increasing incidence of infections such as macormycosis, candidiasis, and others that are expected to propel growth rate. Furthermore, Antifungal drugs restrict fungal microorganisms from growing on the host cell and eliminate the occurrence of fungal infection. Thus, the availability of diverse antifungal drugs for the treatment of fungal infection and over-the-counter drugs for the treatment of dermal infection is positively influencing the antifungal drug market growth. According to an article published in the National Center for Biotechnology Information in 2019, it is estimated that 1 million cases of Cryptococcus's are reported annually resulting in 625,000 deaths globally. Thus, the increase in prevalence of cryptococcosis is fueling the demand for these drugs in the market

### Objectives;

- 1) A study was carried out to know antifungal drugs
- 2) To know the available dosage form of antifungal drugs
- 3) To know available brands and companies in nearby medical shops
- 4) To know the market research of that drug
- 5) To know the market demand of itraconazole.
- 6) To know market shares of itraconazole
- 7) To know competition of itraconazole drug. To know the available doctors and details in assigned areas.
- 8) To Know what precaution taken by the people.
- 9) For awareness in people about the fungal disease and market research.

### □ Introduction;

Luliconazole (LUL), an antifungal drug containing amid-azole moiety with ketone dithioacetate, is a broad-spectrum agent, which has shown its potential against wide varieties of fungi, especially against filamentous fungi, for example, dermatophytes [1]. Although the exact mechanism of this novel agent for antifungal efficacy is unknown, it has been reported that LUL. acts by inhibiting the fungal cytochrome P450, that is, 14- $\alpha$  demethylase enzyme .

### Pharmaceutical sales –

Pharmaceutical sales reps are salespeople that work for pharmaceutical, biotech, or healthcare companies and are responsible for selling their products to a variety of external stakeholders. These Sales Representatives are also responsible for teaching and persuading healthcare professionals and key opinion leaders about the company's products.

### Pharmaceutical Marketing –

Marketing supports physicians in matching pharmacological therapy to unique patient demands by providing an informed choice of carefully defined drugs. These expenditures are countered by savings from proper medication use and lower drug costs as a result of price competition.

Pharmaceutical Marketing Strategies:-A program that combines the study of basic and pharmaceuticals science with marketing and management studies

Fig.1:Pharmaceutical Marketing Strategies



➤ **Module:- 1**

### QUESTIONNAIRES FOR DOCTOR :-

1. Which antacid drug do you prescribe?
2. Do you prescribe any combination therapy along with antacids?
3. Why did you prescribe this drug?
4. What do you expect this drug to do?
5. How this drug should be administered?
6. What can happen if the patient forgot to take the dose?
7. Which food or substance should be avoided during the treatment?
8. Can this medication cause any allergic reaction?
9. For how long this medication should be taken?
10. Are there any risks of taking this medication?
11. Can this medication interact with other medication?
12. Is the medication safe in pregnancy women?
13. How effective is this drug?
14. How will the patient know if the medication is working and how long does that take?

### QUESTIONNAIRE FOR PHARMACIST :-

1. Which company manufacture this drug?
2. What is the chemical composition of this drug?
3. How this drug is stored safely?
4. What is price of this drug?
5. Is this brand name or generic name of the drug?
6. Can patient take over the counter or generic medication instead of this drug?
7. If a generic alternative is available is it as effective as its brand name counterpart?

8. Does the time of administration matter for this drug?
9. What should the patient do if I miss a dose?
10. What should the patient do if they have any adverse reaction?
11. How will this drug interact with vitamins or herbal supplements?
12. If patient feels better before they finish the prescription should the patient continue taking thus drug?
13. Is there any other information patient should know about this drug?

---

## **PERSONAL SKILL RELATED TO PHARM PROFESSION :-**

### **1. Accuracy :-**

Pharmacists are dealing with medicines in every aspect from production to marketing of it and even involved in dispensing of medicines. As a pharmacist, we aware that medicines could be dangerous if wrongly dispatched or mishandled. Pharmacists are expected to dispense medicines in error-free manner and that quick, too. They have to understand the handwriting of doctors and also required to fill prescriptions in developed countries like USA, Canada etc. Humans are naturally known to make mistakes, but Pharmacist should be accurate in his work, because it's matter of life or death.

### **2. Communication Skills:-**

Communication skills are important for most of the professionals and it is important to have command on English as well as local languages. It is important while you communicate with patients. It is duty of pharmacists to communicate with patients regarding dose of administration, when to take and how to take medicines.

Sometime in few chronic illnesses, it is necessary that patient should not miss a single dose. Then, it can become challenge for pharmacist to communicate same with patients in a way that they can understand.

### **3. Proof Reading:-**

Sometimes doctors miss drug-drug interaction and prescribe such medications. Then pharmacists can become proof-readers and inform back doctors about it and suggest changes in prescription. But, before that pharmacist have to study intensively on same

### **4. Interpersonal Skills :-**

Pharmacists often have to struggle between doctors who don't like to be questioned and frustrated patients who may get upset due to waiting for their prescriptions. Pharmacists need interpersonal skills like patience, diplomacy and a great sense of humour.

### **5. Management Skills :-**

When chain pharmacies are part of the country and big hospitals require senior pharmacists who can manage budgets, monitor inventories and keep accountable records. Pharmacists are also responsible for supervising and manage junior staff

### **6. Multitasking:-**

Pharmacists are involved in multiple tasks along with dispensing of medicines. Pharmacists are responsible for checking expiry dates of medicines, stocking of required medicines, recording and many other small to big tasks are assigned to them.

### **7. Patient Counselling :-**

It is most important among all the skills. Patient counselling refers to the process of providing vital information, advice and assistance to help patients with their medications and to ensure patients to take medicines properly. Yes, it require communication skill for same but along with that pharmacist require deep knowledge about medicines which they acquire during their education.

### **8. Computer Skills:-**

When the world is moving towards online pharmacies (e-Pharmacy), it is obviously that pharmacists should have knowledge of same. Most pharmacies today are connected to the internet. Also, computers are helpful for easier storage of customer data, inventory counts, billings etc.

### **9. Gaining knowledge :-**

Pharmaceutical field is a field of innovation and many new medicines as well as products hit the market. It is necessary for pharmacists to keep themselves up to date in knowledge and keep learning professional thing.

### **10. Professional Ethics:-**

Pharmacists are expected to follow ethical practise. They have to keep secret about patient information. If there are some patients who are purchasing anti-hiv medicines from a pharmacist and they are from neighbourhood or distant still their details are not disclosed in community in any circumstances.

**SURVEY:-**

I was instructed to conduct the survey near my locality. As per the instructions I selected Wadhe Phata, Satara as my areas for survey. Specifically, I mostly visited Doctors and Medical shops near Hospital. The result of Survey is as follows:

**Brands Available For Antifungal:**

Sr .No	DRUG
1	Clotrimazole ( Canesten)
2	Econazole
3	Miconazole
4	Terbinafine ( Lamisil)
5	Fluconazole ( Diflucan)
6	Amphotericin
7	Nystatin

**A A List Of Doctors:-**

Sr. No	Doctors	Degrees
1	Dr.Manisha kadam	BHMS
2	Dr.Vikrant Mane	BHMS
3	Dr.Inamdar	MBBS
4	Dr.Kore	BHMS
5	Dr.Salunke	BHMS

**Outcomes:**

After the completion of report on Pharmaceutical Sales And Marketing understood. What is a pharmaceutical rep Pharmaceutical sales representatives secure sales for their company's pharmaceutical products Their job to persuade medical professionals that the drugs, treatments and devices that they offer are ideal for their patients needs and superior to those offered by the competitors

I understood that how to work the and run pharmaceutical sales and Marketing System I also understood that the how to maintain the relationship between the doctor to patients patients to Pharmacist Pharmacist to Marketing representatives and marketing representatives to Manufacturer

**Conclusion:**

It is concluded that Pharmaceutical Sales & Marketing is a unbreakable bond between the manufacturer to public demands .they also helpful to improve the nation's profits with maintaining the public health. Pharmaceutical sales & Marketing is most helpful to the find out the public demand related to health and these think is used for the research centre