



## A Review on Pharmaceutical Sales And Marketing

*Mr. Atharva Arjun Bade<sup>1</sup>, Mrs. Chaudhari Nikita S<sup>2</sup>*

Vidya Niketan Institute of Pharmacy And Research Centre Bota.

### ABSTRACT :

Pharmaceutical sales and marketing encompass the strategies and activities used to promote and distribute medications to healthcare professionals, pharmacies, and patients. This field plays a crucial role in ensuring that new and existing drugs are effectively introduced to the market, focusing on raising awareness about their benefits, safety, and proper usage. Pharmaceutical marketing is governed by strict regulations to ensure ethical promotion and to avoid misleading claims that could jeopardise patient safety. The industry is increasingly leveraging digital marketing, data analytics, and personalised strategies to engage healthcare providers and consumers more effectively. As the healthcare landscape evolves, pharmaceutical companies must balance innovation in their marketing approaches with adherence to legal and ethical standards, aiming to improve both business outcomes and public health.

**Keywords :** Pharmaceutical Sales, Strategies, Approaches.

### Introduction:

Pharmaceutical sales and marketing play a pivotal role in the healthcare industry, bridging the gap between drug manufacturers and healthcare providers. The primary objective is to ensure that healthcare professionals are well-informed about new and existing medications, enabling them to make informed decisions that benefit patient care. This process involves a variety of strategies, including direct sales, educational programs, digital marketing, and collaborations with healthcare institutions.

Due to the highly regulated nature of the pharmaceutical industry, marketing efforts must adhere to strict guidelines set by regulatory authorities, ensuring that all promotional activities are ethical, transparent, and scientifically accurate. In recent years, the landscape of pharmaceutical sales and marketing has shifted, with digital platforms, data-driven approaches, and patient-centered strategies becoming increasingly prominent. As the sector continues to evolve, pharmaceutical companies are tasked with balancing business growth, innovation, and compliance with the overarching goal of improving patient outcomes.

#### 1. Pharmaceutical sales :

Pharmaceutical sales is the sale of prescription and over-the-counter (OTC) pharmaceutical products to healthcare professionals such as physicians, pharmacists, hospitals, and other groups, with goals to help promote the use of a company's pharmaceutical product.<sup>(1)</sup>

#### 2. Pharmaceutical Marketing :

In essence, pharmaceutical marketing is a set of activities and strategies applied by pharmaceutical companies to create an awareness of their pharmaceutical products and medical solutions in the healthcare market in an attempt to reach healthcare professionals and consumers to influence product adoption and sales.<sup>(2)</sup>

The pharmaceutical marketing is a huge job creator in India, and MR jobs hold the majority of it. There exist approximately 6 lakh MRs in India. In any major town, between 300 to 600 MRs will be present, contributing to growth of industry to become shortly a 100 billion USD. MRs are an important intermediary – they translate all product concepts, produced drugs, and years of research and development into a commercial success. Perceived value given by pharmaceutical sales representatives (PSRs) and physicians has been investigated, with PSRs providing emphasis on detailing of established and new products and presenting research studies. Yet, physicians valued the role of PSRs only for recruitment of physicians to participate in the US FDA-approved drug studies. One contrarian dimension is that busy physicians value the information provided by medical colleagues maximum compared to advertisements and Mrs. Hence, MRs target and build key opinion leaders or key opinion builders (noted doctors), who advocate the right usage of products. The another area related to this is that the tools applied to assess physician interaction with pharmaceutical companies are not high reliability; consequently, data quality is low. Hence a high priority is allotted to continuous research in this field. Although pharmaceutical marketing is one of the major impact areas, the studies need to be robust, especially in lower-income and middle-income countries, as the systematic review of knowledge, belief, and attitude of prescribers in these geographies is not robust. Further investigators reiterate in their systematic review and meta-analysis; there is moderate-quality evidence that the prescribing habit or pattern is correlated with pharmaceutical company activities toward them. Another study had assertively expressed opinions regarding the tactics of pharmacy marketing that affect physician-prescribing behavior, by MR calls, samples applied for patients' testing, and gifts that affect. Thus, there is vast potential to unravel the facts of marketing and communication dimension of pharmaceutical business. Digital media enables reaching the end-users and physicians at low cost. In a cross-sectional study of Malevich et al. where 718 physicians are involved,

their use of digital habits for acquiring medical information was studied. In the said study, it is observed that 76.20% of the physicians preferred Facebook as the social media platform. The users of Instagram were 18.40%, of Twitter 18.00%, and Research Gate was 9.30%. In digital doctor–patient communications, the above mentioned were also on: 44.47% was on WhatsApp and 13.10% was on short messaging service. Among the pharmaceutical industry digital tools, WhatsApp was the medium with the extent of 29.94%, informative websites 26.70%, and mobile applications 20.60%. E-detailing, tele-detailing, webcasts, podcasts, self-directed web detailing, and marketing e-mails.<sup>(3)</sup>

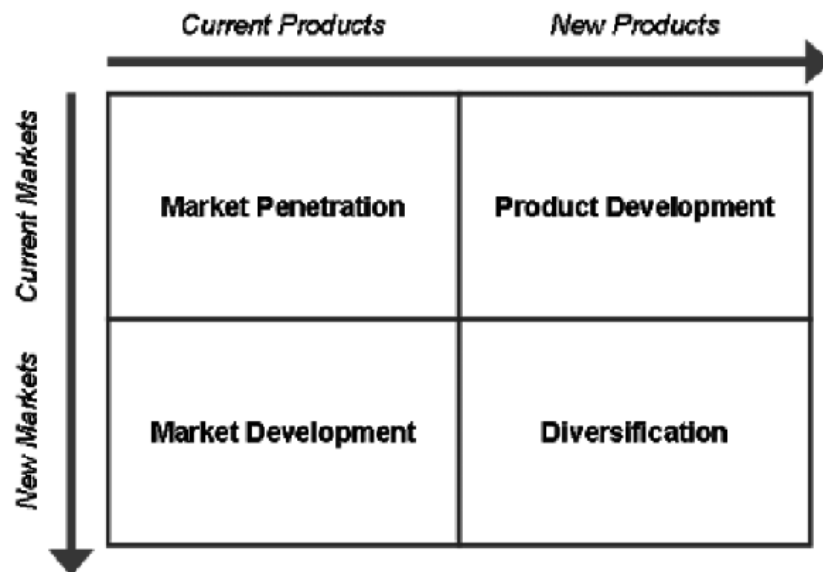


Fig.1.Pharmaceutical marketing

### 3. Introduction to role and responsibilities of product management team and its hierarchy :

Development of market relations and the competition in the pharmaceutical market predetermine the necessity of scientific and practical use of the main provisions of marketing and its characteristics in the area of drug supply of the population. Marketing as a pharmacy and pharmaceutical companies' philosophy helps in a successful response to changes in the environment, to the demands and needs of consumers; it gives management decisions based on market research and analysis ability of the organization. Marketing has wide application boundaries from the moment of planning up to the development of the product, and then after-sales service and study of a reaction of the consumer to it. Exporting entails a whole lot about marketing; the latter will definitely be promoted.

### 4. Product Management :

**Market Research:** In-depth investigation of the customer's needs, market trends, and competitive landscapes. Data will be collected through surveys, interviews, and data analysis.

**Product Strategy:** Developing a clear vision and roadmap for the product. Features were prioritized on user feedback, business value, and feasibility.

**Cross-Functional Collaboration :** This is the main thrust of ensuring proper communication between the different teams of engineering, design, marketing, and sales. Proper alignment with product goals as well as timelines.

**Product Development:** Developing product specifications and user stories. Manages development process and often uses Agile methodologies.

**Launch and Marketing:** Plans and helps in orchestrating launches, as well as works closely with marketing teams to plan the go-to-market strategy and launches

**Performance Analysis:** Product performance measurement through key metrics and feedback; continuous iteration of a product based on data insights to ensure improvements.

### 5. Hierarchy of Product Management Team :

**Chief Product Officer CPO** Top-level leadership of the product organization and of the overall product strategy for the enterprise.

**Vice President of Product** several product lines; responsibility includes oversight as well as ensuring each product line is aligned to business goals.

**Director of Product Management** leadership responsibility that supervises product managers, focusing on execution of a product strategy for specific lines.

**Product Manager** owns individual products or features, resulting in end-to-end ownership of product lifecycles.

**Associate Product Manager:** An entry-level position which would help him work in conjunction with product managers on various projects and work.

**Product Intern:** An internship role under the products team, generally available only for the students and fresh graduates.<sup>(4)</sup>



Fig 2. Product management

## 6. Roles & Responsibility :

### Roles:-

The role of the Product Manager (PM) is a broad one, encompassing a wide range of responsibilities pertaining to the product life cycle. In general, a Product Manager will oversee a product, or part of it, from ideation to distribution.



Fig. 3. Role of Pharmacist

### Responsibility:

- Collects and analyses market and competition research data.
- Collaborates with internal teams towards product requirements
- Improve specific features that need to be enhanced or developed new ones on instruction
- Help test, troubleshooting issues and identifies solutions
- Prepares and delivers reports on findings, defects, improvements, statuses, and risk management.
- Everything that the PM does on a smaller scale and minor decision making roles in order to acquire skills for being promoted.

- Gathering customer needs data that could be feature requests, detailing requirements appropriately, releasing timelines, and managing the sprints
- Using the deep knowledge of customer needs to define Personas, Epics, and User Stories aligning with the strategy
- Managing and prioritising the correct backlog while keeping an eye on team velocity and improving it over time
- Problems' attack in a manner that allows them to work within the time frame dictated.
- Works closely with development, engineering, and quality assurance teams to ensure that the right customer problems are being addressed.<sup>(7)</sup>

## 7. STUDYING OF THE NEED FOR MEDICAL PRODUCTS :

Methods of definition of the need for medical products are various depending on group of a medical product:

Medicines of specific action.

2. Medicines, which consumption is strictly normalised.

3. Medical products of a wide spectrum of action. .

Solving of the need for specific action medical products (effective concerning activators of separate diseases: for treating diabetes, influencing on the digestive system, etc.) and selectively working on separate functional systems of an organism.

Calculations are carried out by the formula.  $\Pi = P \times K \times X$ ,

Where,

$\Pi$  – is the general need for a specific medicine for one year;

$\Pi$  is expenses of a medicine for a therapy course for one patient;

$K$ – is the quantity of courses of treatment per a year, which are prescribed to one patient;

$X$ – is quantity of patients who need this medicines for treating diseases.

Solving of the need for medical products, the application of which is limited to the corresponding norms. Concern Narcotic, psychotropic and alcohol drugs belong to this group. For solving of the need for-medicines of the given group the norms of consumption per 1000 population one year in calculating by the substance

$$N = S \times P / 1000$$

where,

$N$  – is much possible size of the need for the given medical products a year;

$S$ – is the specification of consumption for the given medical products per 1000 person a year;

$P$ – is population.

A specific category (building up data).

Markets are fundamental to managerial thought and practice because they present the domain of action for firms. Over time, existing markets can undergo dramatic changes and entirely new markets may emerge, posing significant challenges to firms. Consider, for example, the case of Low Emission Vehicles (LEVs); electric, hybrid and fuel-cell vehicles which created a new market space in the automotive industry. LEV manufacturers had to make major technology design decisions (e.g., purely electric vehicles versus hybrid cars combining an electric motor with an internal combustion engine); challenge players in the automotive industry with a vested interest in the technological status quo; establish new preferences among consumers; navigate complex networks of stakeholders, including car dealers, health and safety authorities, lawmakers, and governments; promote the creation of an adequate charging infrastructure; and achieve market legitimacy by addressing concerns regarding infrastructure requirements and net effects on the environment.<sup>(8)</sup>

## 8. STUDYING OF A SUPPLY AND DEMAND OF MEDICAL PRODUCTS:

The basic components of a market mechanism is demand, the price and the offer of goods in the market. Interaction of these elements will be in details considered in the section devoted to pricing in system of marketing. In the given section receptions of supply and demand research of medical products as important directions of studying of the economic conjuncture, needs of consumers directly connected with satisfaction are resulted.

Negative demand. If its most part dislikes the goods (service) and agrees even on certain expenses to avoid it (it is an inoculation, the stomatologic procedures, some operations, for example, on removal of a bilious bubble) then the market is in condition of negative demand.

Poor demand. The target consumers might not be interested in the goods or are indifferent to it. Marketing problem: There exists a need to find certain ways of association of advantages inherent in the goods with needs of nature or interests of the person.

The latent demand. Desires of consumers, which is impossible to satisfy by goods or the services which are available in the market. The marketing problem is to define size of the potential market and to create the effective goods and the services, capable to satisfy the latent demand.

At the existence of a tendency of decreasing demand the marketing problem is how to return the reduction in demand tendency by creative reconsideration of the approach to the offered goods.

Irregular demand. The sale in many organisations fluctuates seasonally, daily and even in an hour which causes problems under loads and overloads. The marketing problem is to find means of smoothing fluctuations in demand on time by flexible prices, stimulants and other pushing means.<sup>9</sup>

High-grade demand. About it speak, when the organisation is satisfied by the trading movement. The marketing problem is to support an existing level of demand, despite changes in consumer advantages and amplifying competition.

Excessive demand. To most organisations a degree of demand greater, than they can or wish to satisfy. Here the problem of demarcating is to find ways of either temporary or permanent reduction in demand.

Irrational demand. Resistance of demand for the goods, harmful, shall be counteracted with purposeful attempts. For example, narcotics, spirits. The problem of marketing is to convince followers to renounce the tastes. Menacing information are thus spread, prices are sharply increased and availability of the goods is limited.

Effective demand – the real realisation of medicinal products at adequate and their steady presence in a pharmacy chain.

Unsatisfied demand – demand for medical products which arrive in a chemist's network in insufficient quantity or non-uniformly.

Formed demand – is demand for new and little-known medical products.<sup>(10)</sup>

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## 9. Stages of the Sales Cycle :

### 1. Prospecting:

This is the initial stage where sales representatives identify and qualify potential customers (leads). Techniques include networking, cold calling, social media outreach, and utilising databases.

### 2. Preparation/Planning:

In this stage, salespeople research their leads to understand their needs, pain points, and how their product or service can provide a solution. This may involve gathering data, reviewing previous interactions, and preparing tailored pitches.

### 3. Approach:

This stage involves making initial contact with the prospect. The approach can be in-person, via phone, or through email. The goal is to establish rapport and set the stage for a more detailed conversation.<sup>11</sup>

### 4. Presentation:

During this stage, the salesperson presents the product or service to the prospect. This may include demonstrations, case studies, and detailed explanations of features and benefits. The focus is on addressing the specific needs of the prospect.

### 5. Handling Objections:

Prospects often have concerns or objections regarding the product, pricing, or other factors. Salespeople must listen actively, empathise with the prospect, and provide clear, persuasive responses to alleviate these concerns.<sup>(12)</sup>

### 6. Closing:

This critical stage involves asking for the sale and finalising the deal. Techniques may include summarising key benefits, offering incentives, or creating a sense of urgency. The goal is to get a commitment from the prospect.

### 7. Follow-Up:

After the sale is made, follow-up is essential to ensure customer satisfaction, address any post-sale concerns, and nurture the relationship for potential future sales. This can also include gathering feedback and referrals.<sup>(13)</sup>

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## 10. Marketing Research and Information :

Marketing research is the systematic gathering, recording, and analysing of data about issues relating to marketing products and services. It helps businesses understand market dynamics, customer needs, and competitive landscapes, which are critical for informed decision-making.

### 1. Defining the Problem:

Clearly identifying the issue or opportunity that requires research. This sets the direction for the entire research process.

### 2. Designing the Research Plan:

Developing a strategy for how the research will be conducted, including qualitative or quantitative methods, sample size, and data collection techniques.

### 3. Data Collection:

Gathering information through various methods, including:

- **Surveys:** Collecting responses from a target audience through questionnaires.
- **Interviews:** Conducting one-on-one discussions for in-depth insights.
- **Focus Groups:** Engaging small groups of participants in discussions to gauge opinions and perceptions.
- **Observation:** Watching consumer behaviour in real-time to gather insights.

### 4. Data Analysis:

Analysing the collected data to identify patterns, trends, and insights. This may involve statistical analysis or qualitative interpretation.

### 5. Reporting and Presentation:

Compiling the findings into a report that summarises the research results, insights, and recommendations. This should be clear and actionable for decision-makers.

### 6. Decision Making:

Using the research findings to inform marketing strategies, product development, pricing, and other business decisions.

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## 11. Types of Marketing Research :

### 1. Primary Research:

Original data collected specifically for the research project. Methods include surveys, interviews, and focus groups.

### 2. Secondary Research:

Utilising existing data collected by others. Sources include academic papers, industry reports, and government publications.

### 3. Qualitative Research:

Focuses on understanding underlying motivations and behaviours. Common methods include interviews and focus groups.

### 4. Quantitative Research:

Involves numerical data and statistical analysis to identify trends and measure attitudes. Surveys are a common method.

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## 12. Importance of Marketing Research :

- **Informed Decision Making:** Provides data-driven insights that help businesses make strategic decisions.
- **Understanding Customers:** Helps identify customer needs, preferences, and pain points.
- **Market Trends:** Enables businesses to stay updated on market changes and competitive dynamics.
- **Risk Reduction:** Mitigates the risk of product failures by testing concepts and ideas before full-scale launch.<sup>(14,15)</sup>

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## 13. Developing Questioners :

Here are a few examples of product survey questions you may ask customers about your product:

How often have you used our products, first?

Which aspects do you most appreciate?

How do you compare our offerings with those of our competition?

What key elements are we missing?

What is it that you are trying to solve with our product?

What other kinds of people might find this

Is your product useful?

How user-friendly is our product?

How would you describe the value for the money?

How likely are you to recommend this product to friends and relatives?

In what ways can we improve our product to better meet your needs?

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## 14. Top Pharmacists skills which will be useful for your successful career:

### 1. Accuracy :

Pharmacists deal with medicines of all types from its preparation to its distribution in the market and down to its dispensation. As a pharmacist, we are aware of the dangerous of medication if not handled properly or incorrectly dispensed.

### 2. Communication-Skills :

Most professionals put a lot of value to communication skills, and they are both conversant in English and the mother tongue. In the case of explaining things to patients, it is important.

### 3. Proof-Reading :

These drugs are sometimes prescribed by doctors who do not identify drug-drug interactions. After that, pharmacists can play the role of a proof-reader's, inform the physicians involved and make suggestions to the prescription for amendments.

### 4. Interpersonal-Skills :

Pharmacists often have to deal with doctors who refuse to answer questions and patient who may get annoyed while waiting for their prescriptions.

### 5. Counselling :

patients is among the most essential of all the skills. Patient counseling is the practice of providing the essential information, guidance, and support to patients that would aid in the management of their prescriptions and ensure that they take drugs as prescribed.

### 6. Knowledge acquisition :

The pharmaceutical industry is one that constantly introduces new items and medications into the market.

### 7. Professional-Ethics

Pharmacists are supposed to be professional in their dealing with the patients. Patient's records should be kept secret. No matter how some patients get anti-HIV drugs from a pharmacy and come from far or near, their identity should not be disclosed to the public.

Teamwork and group projects, creative teaching techniques, and minding their own business.

- 1 Crisis Intervention
- 2 Listening actively
- 3 Think critically
4. Role play interviews
5. Note-taking and Self-Reflection
6. Peer Review
7. Learning and Assessment

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## 15. EXECUTION IN PHARMACEUTICAL MARKETING:

From the analysis, implementing is more important than just planning the strategy. The relationship between a doctor and a patient can be likened to the relationship between suppliers and customers in any market. This has led to marketing expanding into a more general framework of developing ideas and incorporating goods and services using a comprehensive prevailing logic. The concept of "Green Marketing" is covered in the marketing mix, also demanding an appropriately designed implementation. Hence, it may be assumed that the success of drug descriptions is the result of efforts put in for the marketing of that drug. Of importance to be noted is that the giving away of free drug samples and all expenses incurred, is an age-old practice in the business world.<sup>(16)</sup>

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## 16. Customer Engagement Strategy :

One of the most widely accepted practices which companies apply in one form or another. As more and more marketing platforms and pipelines are growing, so do the means of customer engagement in such an environment of information technology. A way to be heard by your audience. It is the same as

In that, our response to business would be building a community for our brand so that visitors can collaborate with particular content.

### 1. Understanding Customer Needs:

Conduct research to understand customer preferences, pain points, and behaviours. Utilise surveys, feedback forms, and analytics to gather insights.

### 2. Personalisation:

Tailor communications and experiences based on individual customer data. This can include personalised emails, product recommendations, and targeted content.

### 3. Multi-Channel Engagement:

Engage customers across various channels (social media, email, in-store, mobile apps) to ensure a seamless experience. Consistency is key in messaging and branding.

### 4. Proactive Communication:

Implement strategies for proactive outreach, such as automated email follow-ups, reminders, and newsletters. Keep customers informed and engaged with relevant content.

### 5. Customer Feedback Loop:

Create mechanisms for customers to provide feedback and ensure their voices are heard. This can include surveys, reviews, and social media interactions. Use feedback to improve products and services.

### 6. Loyalty Programs:

Develop loyalty programs that reward repeat customers. These programs can enhance customer retention and encourage more frequent purchases.

### 7. Community Building:

Foster a sense of community around your brand through social media groups, forums, or events. Encourage customers to share experiences and connect with each other.

### 8. Utilising Technology:

Leverage CRM tools, marketing automation, and analytics platforms to streamline engagement efforts, monitor customer interactions, and analyse data for continuous improvement.<sup>(17)</sup>

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## 17. Responsibilities :

The job of a Product Manager (PM) involves a complete process right from conceptualisation to sales in the entire product journey. Generally speaking,

the product manager is also responsible for managing the product or part of the product from initial idea to getting in the customer's hands. Even though the jobs change and vary according to location, in general, the following are the specific duties of a product manager.

Considering the business and organisational requirements, the rights requirement for a pharmaceutical industry product manager are as follows:

1. Good time and project management.
2. Develop strategies and business plans.
3. Do market research.
4. Increase the financial capacity.
5. Product management and brand monitoring.
6. Give a good vision and planning of the product.
7. Team up with the relevant organisation for developing a new product.
8. Good pricing control.
9. Fund distribution management.
10. Track business communications.<sup>(18)</sup>

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## CONCLUSION:

Pharmaceutical sales and marketing play a vital role in ensuring that new and existing medications are made available to the healthcare providers and patients who need them. The success of this process depends on a balance between promoting product awareness and ensuring ethical, responsible marketing practices that prioritise patient safety.

In conclusion, the landscape of pharmaceutical sales and marketing is continuously evolving due to advancements in technology, regulatory changes, and shifts in consumer behaviour. Companies must adapt to these changes by embracing innovation, such as digital marketing strategies and data-driven approaches, while remaining compliant with stringent regulatory standards. Ultimately, ethical and patient-centered practices will help sustain trust in the industry, ensuring long-term success in the delivery of effective medical treatments.

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