



A Brief Review on Pharmaceutical Sales and Marketing

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ABSTRACT

Market relationships and competition are increasing in the pharmaceutical industry. defines the need for main characteristics of commercialization and scientific and targeted use in the context of supplying the population with medicines. Pharmacies and pharmaceutical companies. Marketing strategies help them respond effectively to environmental changes, consumer expectations and organizational capabilities in market research and analysis-based management decisions. From product planning and development to customer service and studying consumer reactions, marketing has a wide range of applications. When entering a foreign market, marketing is essential to increasing exports. Marketing is the essence of business and the global business community has adopted this standard of effective marketing for products to achieve desired results. The pharmaceutical industry is one of the world's leading industries. It has a wide range, from over-the-counter (OTC) products to survival medications to medical devices. So much so that the entire medical training program includes a separate component of pharmaceutical training and these advanced training experiences form the foundation for the production of pharmaceutical products. To bring the bringing this product to market requires essential skills and hence this means the effort of pharmaceutical marketing. Unlike general product marketing, pharmaceutical marketing deals with more essential aspects as it falls under the category of products that are useful and necessary but not desirable products as one usually does not include them. now plan to purchase any medicine or medical device without a prescription or recommended in the context of medical care. The pharmaceutical industry is undergoing rapid changes with substantial investments in drug discovery and extensive clinical trials leading to market approval. This drug development process typically spans 10-15 years. Substantial resources are also devoted to marketing drugs to boost sales, but the profitability window is limited, as generic competitors can enter the market after the patent expires. To maximize revenue, there's a need for greater efficiency in drug marketing. Despite increasing the number of sales representatives, revenue per salesperson is declining, and sales effectiveness is diminishing. Pharmaceutical marketing, also known as pharma marketing, involves promoting pharmaceuticals and healthcare products to the general public and healthcare professionals. This includes online activities, test distribution, creating informative materials, disease awareness campaigns, patient resources, and hosting events for medical professionals. Changes in consumer preferences, economic factors, and public health improvements have made pharmaceutical advertising increasingly important.

KEYWORDS: Marketing, Pharmaceutical Marketing, Green Marketing, Artificial intelligence, Social media strategy.

INTRODUCTION:

India's pharmaceutical industry holds the position of being the third-largest in the world in terms of market size, with an estimated value of around \$50 billion. India exports pharmaceutical products to over 200 countries, making it a major player in the global pharmaceutical market. The Indian pharmaceutical sector fulfills approximately 50% of Africa's generic pharmaceutical needs, 40% of the demand in the United States, and 25% of the demand in the United Kingdom. India also plays a vital role in providing vaccines for diseases like measles, mumps, and rubella, meeting over 60% of the global demand according to World Health Organization (WHO) guidelines. In September 2022, pharmaceutical and medical exports from India totaled \$2,052.78 million, constituting 6.29% of the overall export value. During the fiscal year 2021-2022, the average industrial production index for pharmaceutical, chemical, and botanical products increased by 1.3%, reaching a value of 221.6. The value of pharmaceutical and medical exports in 2021-2022 amounted to \$24.6 billion, a significant increase compared to the previous year's total of \$24.44 billion. Between 2014 and 2018, the Indian pharmaceutical market more than doubled in value, surging from \$11.6 billion to \$24.6 billion, reflecting remarkable growth. Pharmaceutical marketing plays a vital role in raising awareness about treatments for chronic diseases, which are the primary driver of healthcare spending. It also ensures timely access to new studies, clinical data, dosing information, and updated drug safety profiles.



❖ **Roles and Responsibilities:**

• **Roles:** Product Managers (PMs) have a multifaceted role that covers a broad spectrum of responsibilities throughout a product's life cycle. Typically, a Product Manager is responsible for managing a product or a specific aspect of it, starting from the initial concept all the way to its distribution.

• **Responsibility:** Collects and assesses market and competition research data. Collaborates with internal teams to define product requirements, enhance existing features, and develop new ones as instructed. Assists in testing, troubleshooting issues, and finding solutions. Generates and delivers reports on findings, defects, enhancements, project status, and risk management. This role encompasses all the tasks of a Product Manager but at a smaller scale, without major decision-making responsibilities, aimed at acquiring the skills necessary for career advancement.

❖ **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. The market is in condition of 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). Absence of demand. Target consumers can be not interested in the goods or are indifferent to it. The marketing Problem is to find 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 existence of decreasing demand the marketing problem is to return the reduction in demand tendency by Creative reconsideration of the approach to the offered goods. Irregular demand. In many organizations sale fluctuates seasonally, daily and even in hour, that causes of Problems under loads and overloads. The marketing problem is to find means of smoothing of fluctuations in Demand on time by flexible prices, stimulants and other pushing means. High-grade demand. About it speak, when the organization 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. The excessive demand. For a number of organizations a level of demand above, than they can or wish to satisfy. In this case the problem of demarcating is to find means of time or constant reduction in demand. Irrational demand. Counteraction of demand for the goods, unhealthy, requires purposeful efforts. For example, Narcotics, spirits. The marketing problem is to persuade adherents to refuse the tastes. Menacing information are Thus spread, the prices are sharply raised and availability of the goods is limited. Effective demand – actual realization of medical products at sufficient and their constant presence in a pharmacy Chain. Unsatisfied demand – demand for medical products which arrive in a chemist's network.

❖ **The human side of digital transformation in Sales:** some empirical insights While digital initiatives bear the potential to achieve 1.8 Times higher earnings (World Economic Forum 2018), a Recent study of the Boston Consulting Group (2020) found That 70% of digital transformations fall short of their object Ties. Only 48% of companies introducing new digital tech-apologies are able to raise their performance with them (McKinsey & Company 2017). According to a Forbes study, With 70% the main cause for the failure of digitization initiatives is that employees are reluctant to use digital tech Neologies (Forbes 2019) since they fear to lose their jobs or That their tasks may change dramatically owing to the usage Of digital technologies (Microsoft 2017).To probe into salespeople's perceptions and reactions To the implementation of new, cutting-edge sales technologies in their work environment, we have conducted a Cross industry survey of 584 salespeople. The results of This survey paint a multi-faceted, rich picture of sales-People's hopes and fears connected to new sales technologies. Salespeople's seem to harbor complex, ambivalent Perceptions of this new force in their work environment, Characterizing new sales technology as a blessing and Curse. One underlying theme in this respect is the pending Discussion in sales and marketing research—in fact, in Society as a whole—whether new digital technologies can In fact replace humans and make human effort virtually Redundant (e.g., Castelo, Boss, and Lehmann 2019; GU Enzi And Hubel 2020; Huang and Rust 2018; Lawrence et al. 2019; Luo et al. 2019; Xiao and Kumar 2021). This topic Recently experienced a strong surge in marketing research As well as in practice (Hoar 2015). For example, having The catchphrase 'Machines vs. Humans' in the title, Luo Et al. (2019) recently investigated whether AI-based chat-Bots can substitute salespeople in sales calls. Similarly, Lawrence et al. (2019) addressed the question whether Online sales channels can effectively replace individual Salesperson attention. However, the potential of new sales Tools to substitute individual salespeople in the stages of The personal selling process may be available in some Industries and for some business models, but very limited In others, such as contexts with high selling complexity or Industrial settings. Relatedly, in the stages of the personal Selling process which particularly require empathetic skills And adaptive selling (Alani, Hubel, and Insensate 2019)Although a new field might not guarantee a salary that is commensurate with what you are making as a pharmacist, the way that you market yourself and sell your skillset is of utmost importance. Update your resume at least every other year with the new experiences and skills you have developed, no matter how small you believe they are. Although a new field might not guarantee a salary that is commensurate with what you are making as a



pharmacist, the way that you market yourself and sell your skillset is of utmost importance. Update your resume at least Every other year with the new experiences and skills you have developed, no matter how small you believe they are. Also, do not disregard volunteerism. What you do in the community and with non-profit organizations builds your experience and skillset, as well. Always keep learning and growing, and stay confident in your ability to be a valuable asset to any employer.

Market Share and Competition In recent years, a growing number of business practitioners and theorists have postulated that one way for a company to increase its return is by increasing its market share, and studies appear to have confirmed this relationship. But the Authors of this article refuse to accept the blanket inference that “more” is necessarily always going to mean “better.” A Given project promising higher returns than others will surely entail greater risks as well the list of digitalization components is exhaustive, and it continues to grow. Some components, such as computers and Telephones, have existed for decades. Others, such as smartphones, digital TVs and robots, are more recent entries. Digitalization commonly means more than its list of components, though. It also encompasses the application of all Those various components. It’s here that the real potential, power and danger of digitalization can be found. Digitalization’s importance to economic development and business growth has been so monumental, in fact, that it’s Credited with ushering in what many have labeled the Fourth Industrial Revolution. Digitalization also underpins broad Shifts in society, as individuals end masse are moving from personal, face-to face interactions to ones in the digital space. This new era is frequently termed the Digital Age. For all its revolutionary aspects, though, digitalization capabilities aren’t evenly distributed. Simply put, richer countries And richer individuals enjoy more access and thus have a greater ability to seize on the advantages and opportunities Powered by digitalization.

Marketing Mix In Pharma Marketing Pharma Marketing encompasses the essence Of Marketing mix. It is a typology for integrated attempt That consists of Ten controllable marketing variables McCarthy's Four core Ps of product, price, place, and promotion; Booms and Biter’s three additional Ps of people, process, and physical evidence to capture the peculiarities of services; and the three new Ps of packaging, partnership, and policy introduced herein to capture the peculiarities of integration in integrated care. The 10 P’s frameworks takes a business- centric approach due to the need to integrate segmented alternatives in the corporate environment (e.g., health and social care providers) in order to better satisfy customer (or patient) and stakeholder needs. As a result, this typology aid marketing decisions aimed at encouraging and facilitating integrated care adoption and involvement among health and social care providers, as well as their target customers and stakeholders. Product in the framework of Marketing Mix is the primary consideration. The health and social care solutions offered and marketed by integrated care providers are referred to as product. These solutions can include both an actual integrated care product (e.g., medications) and an augmented integrated care product.

❖ **Pharmaceutical Market:** Consumer purchasing behavior encompasses More of the consumer’s approach to purchasing a Product. As a result, marketing efforts are focused on the Consumption of services, ideas, and activities by Consumers. The manner in which a customer purchases a Product is crucial to marketers. It entails a series of Consumer decisions cues i.e., what, why, when, how Much, and how often. In general, a consumer is an Individual who consumes, particularly one who is of a Specific gender, age, religion, or ethnicity, and who Purchases goods for personal consumption rather than For resale. A consumer is an important figure who may Decide whether or not to buy something from a specific Store and can be influenced by marketing and Commercials. Consumer purchasing behavior Encompasses more than how a person purchases a thing. Hence, marketing efforts are focused on the consumer’s Consumption of services, as well as his activities and Thoughts. The dual factor theory is based on the assumption that the job itself contains sources Of satisfaction and dissatisfaction as well as motivators. Herzberg (2003) developed Two factors (hygiene factors and motivators) that will influence the motivation levels Of employees, based on his inquiry about the attitudes of employees (Simitis’s & Lancaster 1991). One set of factors caused happy feelings or a good attitude within The worker, and these factors were, on the whole, task related. The other grouping Was primarily present when feelings of unhappiness or bad attitude were evident; These factors were not directly related to the job itself, but to the conditions that Surrounded doing that job. Tietze and Myers (1998: 226) listed the factors as follows: Group one, named motivators, or job factors, influence job satisfaction and include Recognition, promotion, achievements, intrinsic nature of work and the opportunity For personal growths. Group two, hygiene factors are extrinsic aspects of the job And include pay, job security, company policies, working conditions and the nature Of supervision. Motivators refer to factors intrinsic within the work itself, such as The recognition of a task completed, achievements, opportunities for growth and Advancements. According to Wong, Siu and Tsang (1999: 231), intrinsic factors are True motivators that generate job satisfaction. Thus, according to the dual factor Theory, only motivators can motivate the sales force, while hygiene factors can be Demotivating if absent. Hair et al. (2010: 326) suggest that sales managers improve The productivity of the sales force by maintaining hygiene factors while providing Motivators such as responsibility, authority, job freedom, new and more difficult Tasks and communicatory of digital marketing

❖ **Search engine optimization:** When customers look for any health information they initially turn on to Google, Yahoo or MSN/Bing which are most used search engines. Healthcare information search is one of the most common online activities among internet users of all ages. SEO is an effective approach to reach these users. Search ranks are manipulated by using the search engine optimization strategies resulting in better search rank on Google or any other search engines. Social Media Marketing Search engines use activity on social media as a medium for marketing. Facebook shares, retweets over twitter and +1s on Google aid your position on the search engine results pages. Social media marketing enables direct connection of the company with its consumers. It improves



the brand's values and strengthen reputation of the organizational Per Click Ads, If the company website isn't having enough traffic, ads may be purchased on Google. Ads can also be purchased on other websites via the numerous ad networks directly. Pay-per-click, or PCC adds are depend on keyword that are used by searcher on Google. Email Newsletters Exact Target released their 2012 Channel Preference Survey, which implied that email still remained the number one direct channel preferred by consumers for daily use for both personal and marketing communications. Also, the widespread use of smart phones and tablets allows its consumers to access the emails quickly. Impact of marketing on Prescribing behavior and Behavioral changes towards Offers, A number of authors have commented Paucity or lack of objective data on impact Of pharmaceutical marketing techniques On physician prescribing practices The industry grew very fatly during the Last 2 decades. Simple example for Observing this growth rate in a developing Country is the trend in number of drugs Registration in Pakistan. The number of Total registered branded drugs in Pakistan Was less then 20000 in early 1990s but it Was more then 35000 in 2004 Ministry of health has registered more 30000 branded drugs during last 30 years Here a question arises, "Are the Pharmaceutical promotional activities Really able to influence the behaviors of The physicians?" Many studies concluded that Pharmaceutical marketing is not only Influential to the doctors' attitude also Their prescribing behaviors. Pharmaceutical companies give gifts to Doctor as a part of promoting and Marketing their products.

❖ **Benefits of Artificial intelligence:** Machine learning in the pharmaceutical industry offers various applications, but we believe that the following five use cases can substantially benefit commercial organizations:

1. Predicting Customer Affinity: According to research by ZS, tailoring promotional content and channels to the preferences of healthcare professionals can lead to three times higher engagement. To predict these affinities, we analyze the interaction data of healthcare professionals across various channels like email, websites, and mobile alerts.

2. Designing Customer Journeys: Many brands that have implemented healthcare professional journeys have typically relied on general brand goals and existing content, giving less attention to data-driven insights that could enhance customer-focused campaigns.

3. Next-Best Actions and Recommendations: Forward-thinking marketing organizations are now experimenting with next-best action programs that utilize real-time customer interaction data and complex calculations. These programs leverage customer preferences and optimal sequences of tactics, making healthcare professional engagement strategies more dynamic. This approach offers predictions for customer engagement, including recommendations for the right customer, channel, content, and timing, all based on the most up-to-date data. While these recommendations are generated analytically and often executed by machines, they should be designed to be understandable and adaptable by humans, allowing sales reps to use them to enhance their customer interactions while still retaining the ability to exercise their judgment.

4. Predicting Patient Switching and Adherence: In various medical fields, companies are in a competitive pursuit to attract patients during the period between diagnosis and the start of therapy. Algorithms that can uncover connections between diagnoses, treatments, procedures, and prescriptions can provide a substantial edge in this race. These algorithms help in predicting when patients might switch to competitive brands and when they might discontinue their treatment. According to ZS's analysis of a specialty brand, even a 1% improvement in patient adherence can result in up to \$100 million in peak sales.

5. Mapping Key Opinion Leaders (KOLs) and Their Networks: Identifying professional prominent healthcare influencers and their influence networks, using data from social media and online communities, offers valuable insights to commercial organizations. These insights can be beneficial for various purposes, such as collaborating with them on research and clinical trials, and pinpointing ideal targets for new product launches. This approach also assists in recognizing both treating and referring physicians, while establishing referral patterns and influence networks. ZS suggests that for specific specialty brands, referrals can contribute to as much as 50% of the total prescription volume.

➤ **Customer Relationship Application In Pharmaceutical Industry:** Customer relationship management (CRM) is the strategic process of shaping the interactions between a Company and its customers with the goal of maximizing current and lifetime value of customers for the Company as well as maximizing, satisfaction for customers. CRM is a complex set of activities that Together form the basis for a sustainable and hard-to-imitate competitive advantage because it involves Vital customer-focused strategies. Foundation of CRM in the pharmaceutical industry is based on the Prescribers (i.e. doctor) and sales force relationship. Pharmaceutical firms spend a large amount of money On marketing communication directed towards physicians. Traditionally, salespeople in the Pharmaceutical industry have been held accountable for short-term revenue generation to achieve higher Sales volumes. However, due to the entry of more players in the market over the last decade, the matrix of Success for pharmaceutical marketing has shifted perceptibly from customer revenue to customer Profitability. Pharmaceutical companies rely on sales/medical representatives to deliver marketing Messages to the Doctors. A sales/medical representative prepares a customer list (of doctors) in his or her Sales territory and prepare their call plans for the day/week/month in accordance with this customer list. Effects Of Pharmaceutical Crm On The Prescription Generation From Doctors Foundation of CRM in the pharmaceutical industry is based on



the prescribers (i.e. doctor) and sales force Relationship. Pharmaceutical firms spend a large amount of money on marketing communication directed Towards physicians. For example, the firm spent \$ 8.5 billion on marketing communication (Paddy & Pataki, 2008) directed at physicians (Witt ink, 2002, Nelson, 2001) in the year 2000. Out of the above Expenditure, the major head was under the detailing budget that included personal sales calls on Physicians. Since detailing is a personal interaction between a physician and the firms representatives, the Budget allocated are spent at the individual physician level for generating Long-term prescriptions for Patients (Morelli and Konigsberg, 1992). Researchers (Narayanan, Man Chand and Chandragupta, 2005) Have also argued that such marketing efforts made by the firms may have both informative (e.g. reducing Cognitive uncertainty) and a persuasive (e.g. inducing positive affect roles). The most useful research in This direction is probably the sparse literature in medicine that examines the motives of physicians while dispensing free samples to the patients. The use of artificial intelligence systems in pharma offers Additional advantages such as enhanced value proposition, Optimal resource allocation for better market share gain, Ability to maximize growth, customized sales, and Marketing information, and channels [advanced analytics For pharma marketing efficiency and growth.]. Companies such as Google and IBM and some other Companies are starting up to specialize in harnessing AI in Disease diagnosis. India is employing predictive and Descriptive artificial intelligence. Also in India, the Companies involved in developing medical equipment and Supplies are using descriptive and predictive artificial Intelligence .A Top US Pharmaceutical company used physician level-Intelligence explored by optimizing multichannel Marketing activity data to increase promotional strategy And its implementation. With the help of distinctive Targeting, segmentation, and promotional campaigning Plan they tried to optimize return on investment. There Was a gradual increase in sales of about \$25 million in six Months without having to increase in its marketing Expenditure. In another case study, a Europe based pharmaceutical Company employed AI and machine learning to know the HCP's preferences regarding digital engagement. The New insights helped the company to segment doctors and generate a digital engagement strategy as per knowledge Collected from a physician. It showed an increased rate in the opening of emails sent to HCP and requests for more Product details.

➤ **Limitations Of Artificial Intelligence:** Empathy and compassion are two human qualities that Are lacking in machines and therefore patients should Know and understand that digital consultants are being Led by human physicians only. Also, it should not be Expected from the patient that they will trust AI Immediately, as it is a technology that is wrapped by Enveloped of mistrust That's why artificial Intelligence is mostly employed to handle routine tasks and that leaves the prime responsibility of patient care With the human physician only. Back in 2008, google Attempted to predict the seasonal frequency of influenza By using only keywords or trending search terms into its Search engine. A Person's search habit changes Significantly with each year, that model was so poorly Designed that it failed to deliver the future predictions and thus it was quickly discontinued. Artificial intelligent technologies are catching eyes in medical research however its real-life implementation is Facing various hurdles. The first obstacle comes from the Aspect of the regulation. Present-day regulations lack Standards that can measure the safety and success of AI Systems. To surpass this difficulty, US FDA tried to Provide a guideline for evaluating AI systems. The first guideline distinguished the AI systems to be the "General Wellness Product". The second guideline Justified making use of real-world data to evaluate the Efficiency of AI systems and the Last guideline provided The regulation for compatible designs in clinical trials and After the disclosure of polycyclic that in 2020 the COVID 19 pandemic has modified and will continue modifying the pharmaceutical market and in the coming years in terms of revenues and investment in new chemical and biological entities due to the efforts to generate a greater amount and more effective vaccines again the SARS-CoV-2 virus. Similarly, the consumption trends in the world will present important changes driven by the urgent need of vaccinating world population to decrease the number of infected people and deaths. In this work, COVID-19 pandemic effects on the drugs market and pharmaceutical consumption trends are not discussed because such data are still not totally available.

➤ **SEVEN STAGES OF SELLING:**

1. Create original ideas - Using account management methods achieved good results. However, there is a growing trend to devote resources to new ways to improve customer service, even if these plans are unrealistic and do not provide a return on investment. This situation also raises the possibility that choosing this process when using digital marketing strategies may be due to ignorance or mastery.

2. Resistance to Change - In addition, the pharmaceutical industry has realized that tactical selling has always been an ineffective way to change the business environment. It has been observed that many companies make only minor changes to their existing models to adapt to business changes, rather than introducing new ideas.

3. SAM Account Management – Strategic Account Management (SAM) has proven to be very effective when implemented. As seen in the figure below, it is clear that the main approach in the pharmaceutical industry is to transform the old sales model into an account management model with some important changes.

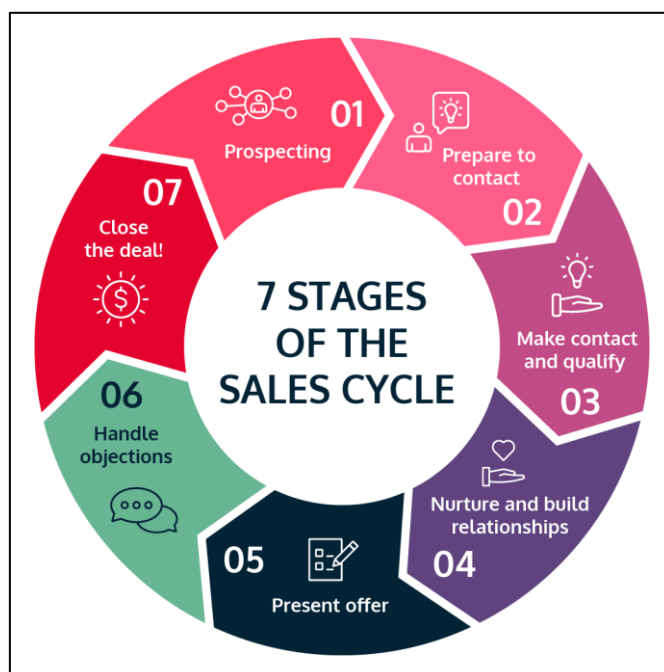
4. Provide specialized sales training – The best pharmaceutical sales reps have a deep understanding of their products, allowing them to answer questions from buyers accurately and confidently. But training your reps shouldn't just be about product knowledge.

They also need to have a deep understanding of their competitors. This helps them highlight the quality of your product and differentiate it from your competitors'.

5. Use multiple sales strategies - Encourage your healthcare representatives to use digital media to communicate with buyers. In 2023, phone calls, email campaigns, and social media platforms are still effective ways to communicate with healthcare providers. Representatives who use this channel will achieve better results than those who do not use this channel.

6. Focus on building relationships- Marketing is all about building relationships. When a salesman gains the trust of a doctor, it opens the door to not just one sale today, but many sales opportunities in the long run. The question is: How will your healthcare sales support these important relationships? For example, a salesperson may visit the doctor several times and share new information during the meeting. They may also use a variety of sales methods, including using digital channels such as email and text messaging, to communicate with healthcare providers.

7. Provide Sales Reps with the Right Technology – Finally, make sure your sales reps have the right tools. What tools do we recommend? There's a handy tablet for each of your representatives. In this way, they can increase their sales by using pictures and videos in their face-to-face meetings with doctors. Trust us, visual aid will help you increase your sales.[10]



Seven stages of selling.

❖ **From the perspective of the organization, the most important issues related to quality are:**

- 1. Competition and unfair practices:** Businesses face stiff competition and some companies resort to unethical practices.
- 2. Customer awareness** Lack of customer awareness, including doctors, retailers, and retailers.
- 3. Strategies for Bad Customers:** marketing, development and retention strategies against bad customers.
- 4. Different customers:** Customers have different understandings of products and services. **5. Quality and quantity of medical products representatives:** The quantity and quality of medical products may vary.
- 6. High costs of regional development:** There are significant costs in the creation and development of a region.
- 7. Training Cost:** Training sales personnel will be expensive.
- 8. High attrition rate:** Businesses face high attrition rate of salespeople.



9. Limited time with doctors: Busy doctors having less time for sales calls.

10. Lack of local knowledge: Medical representatives may not have in-depth Knowledge of profitable businesses in their field.

11. Retailer Revenue: The revenue of every retailer in a region may not be known. Sales forecast: Not having the best sales forecast makes a big difference at the sales level.

12. Management Time: No Evaluation Time spent on the customer is profitable and less profitable and needs good time-sharing planning to enable people to evaluate the situation and expand into new markets.

❖ CONCLUSION:

The sales and marketing landscape in the pharmaceutical industry is evolving with a focus on digital strategies and the need to maintain good communication between pharmaceutical companies and medical professionals. Despite significant challenges, the benefits of improving patient care and addressing unmet medical needs remain numerous. A strong and ethical approach to sales and marketing is the key to success in this industry. This review sheds light on the various worlds of sales and marketing in the pharmaceutical industry, suggesting strategies and decisions for success in this field. Innovation within the pharmaceutical sector enhances performance, and the adoption of Green Marketing practices further strengthens the industry. The pharmaceutical consumer base is diverse, ranging from physicians and pharmacists as customers to patients as the end consumers. Marketing over-the-counter (OTC) products bears similarities to regular marketing efforts, but the marketing of life-saving drugs involves a distinct set of strategies, essentially selling an idea that patients will demand the product and doctors will prescribe it.

In the competitive business world, success is typically attributed to either offering unique products or the most competitive prices. However, pharmaceutical companies' success is also tied to their manufacturing infrastructure, particularly in transitioning from acute treatment to chronic treatment markets. Understanding a company's customers' mobility needs can provide valuable insights for optimizing operations, and account segmentation is a valuable method for assessing these needs.

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