

STEPS IN CALL TO PHYSICIAN BY MEDICAL REPRESENTATIVE**Preetam LaLa Nikam* and Sarika Gorakhnath Shinde**

Asian Institute of Science Management Studies and Research D. Pharmacy, Nashik.

Article Received on
13 March 2020,Revised on 03 April 2020,
Accepted on 24 April 2020,

DOI: 10.20959/wjpr20205-17451

Corresponding Author*Prof. Preetam LaLa
Nikam**Asian Institute of Science
Management Studies and
Research D. Pharmacy,
Nashik.**ABSTRACT**

The main aim is that whether medical representative has an effective role in making doctor to convince about their company products which are on high demand through the companies. Pharmaceutical marketing is a totally different concept as here targeted customers are doctors and they are highly qualified with upgraded knowledge about the recent development and scenario of the product and their results. Company prepare different strategies and designs for targeted customers. Promotion of the drug by representative to the physicians is the major factor which influence their decision during prescribing. Drug promotion is all about information and various activities by Pharma companies for their distribution which influence prescription, increase demand of medicinal drugs.

KEYWORDS: Medical representative, Personal vending, Product illustration, Prescription, Doctors prescription, Promotion strategy.

INTRODUCTION

Communication is a major key to any successful relationship. It is the common talk between two parties. It generally means writing and sending messages. The promotional activities by the representatives of pharma companies influence prescribing pattern of the doctors. Medical representative has been given the doctors list and they visit them on regular basis, some visit monthly, daily and half yealy. This conversation increases great observation and doctors prescription highlight the companies drug. MR act as catalyst which convey message on recent diagnostic trends to the doctors. Doctors and MRs share a atypical relationship due to their upgraded knowledge. MR are seen as only sales person but they are important bridge in providing information to medical profession. Some doctors think that some MRS are not updated with recent growth of medicinal products, they are only limited to their sales.

Personal detail knowledge of product form the base of the marketing activities. MR main role is to meet doctors, stockist and chemists to promote or influence prescription pattern of doctors in favour of their brands.

PERSONAL VENDING

In sales generally product are saled through different means of communication but in pharma companies they appoint MR for their product sales with personal meeting with the doctors and make a smooth promotion of companies product on the basis of his communication, punctuality, regularity and follow up though different strategies. The main aim of personal vending or selling is to make good relation with customers which directly leads to increase doctors prescription. Sales is the best way to promote the products and organization by increasing the movement of products and brand in the market and increase the profitable relationship which leads to proper communication with customers and make them ready to buy the products. MR helps in all the movements of product and companies appoint MR s on the basis of their target audience. Some personality factor also help MR to make a long relation with the doctors, So it will help them to maintain their reputation, dominance, show their creativity and strategies. show some personality traits. Sales person have some selling styles like problem solving, friendly, hard selling like brand speaking. Personal selling include various steps like prospecting, approach, noticing the needs, profit gaining, fulfilling the objectives, follow up. Prospecting includes right approach to doctors of the assigned area, maintain the follow up. Prospecting plan is the pre-approach strategy for doctors call and present the product with exact strategy. Presentation should include all the problems solving process of the customers and to involve them fully with your product. Personal selling fulfilled by convincing, converting, consolidating and with consistent approach. Personal meeting includes exposure to your brand with better communication tools like laptop, visual aid or literature. This exposure should make impact on increase in sales. Prescription of your brand totally depend on the strategies made by the pharma companies. Significant change in the business form depend upon what a customer want, how can we fulfill the needs and unique selling plan of the product. Retail counter potential analysis identify potential of the customers, targeting and helps in preparing a master file of the call list, modern technique like digital marketing. MR should maintain daily call report for better management and accountability of sales. It should be reliable form to evaluate efficacy without which they will not reach the ultimate goal.

MEDICAL REPRESENTATIVE INCREASE DRUG SALES BY INFLUENCING PHYSICIANS

It is a very hard process to convert prescription of the product. Doctors observed the regularity, character of the company MR but they also see quality of the product. MR role is important here in fetching product prescriptions.

Following factors will increase the number of prescriptions by influencing the doctors.

1- Promotional strategy

In today's time competition is increased and unique marketing strategy is important. Company appoints special team for the product management, promotion and decision making of the drug to market. Many companies are having same product but due to their different promotional strategy they cover the market through MR training and communication. Change in the strategies is important to level the new challenges in business world. Companies are promoting their product through their conference, medical journals. Pharma companies often assume that lesser promotional, marketing mainly targets on completing the requirements of doctors and exchange of medical information. So this communication between doctors and MR provide marketing and promotion and which helps in giving precise information to doctors regarding prescriptive products. Pharma companies often assume that lesser promotional products will not influence prescribing behavior because doctors first priority is patient, so providing some small brand gift hamper will play a vital role in making doctors to write the products and MR will follow it.

2- Influence doctors prescription by using gift as an effective form

In India there are more than 5000-8000 drugs and 50,000 formulations are present. So pharmaceutical industry used a special tool of giving gifts to doctors and this tradition is coming from many years back. Gifts are of various types like table clock, books, paper folders, calendars, weight scale, BP instrument. Some office items for overseas trips are also arranged. Though this offensive practice is accepted as norm but some doctors are not comfortable with this ethical unintended form of event. Physicians accept the gift and a mutual relationship developed between doctor and MRs. They get a reward in terms of prescription containing their product.

3- Productive illustration

It comes through effective detailing of the products and on this basis doctors remember the product. Special training is provided to the sales person for giving detailed information of the

drug molecule. Pharmaceutical detailing is done to promote the branded products. It is one of the important factor in creating awareness of the products to the doctors. This is directly proportional to increase the financial status of the business. New detailing has been come in the market like e-detailing, online services. Till date old methods were used for product detailing but nowadays new method like e-journals also used to upgrade the doctors and about the latest research and publications of the products.

4-Involvement of medical representative inside and outside Clinic or Hospital

Pharmaceutical companies employ and train MRs to promote and sell drugs by means of printed literatures, drug samples and gifts. World wide there are various pharmaceutical companies increasing in number. In India estimated 85,000 representatives are employed by the companies. Companies specify the area of working on the basis of zone, district and doctor wise. Not only salary is the part but beside that they also get incentives. Salary increments, abroad tour, promotion for achieving the targets. Many companies motivate their representatives by giving them attractive incentives like car, bike and many more, so they fulfill company goals with full dedication and integrity. Convert most of the doctors through their prescription. Personal interaction with doctors by MRs helps in changing the attitude of doctors towards drugs.

The number of calls made by medical representative is fixed. In India on daily visit to doctors is 12 means four visits to doctor in a month. Drug sample is only provided to the doctor through signed request.

CONCLUSION

Wide range of evidence on different topics using range of different designs showing that promotion affects attitudes and behavior. High quality studies are needed to establish relationships between promotions, attitude and behavior of doctors. Investigation of different interventions are there to regulate the effect of promotion.

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