

## Review Article

# Transitioning from a Sales and Marketing-Driven Commercial Paradigm

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## Abstract

The aim of this review is to focus on marketing practices, customer, profitability and marketing strategies. This will help to understand the dynamics of the business world with paradigm shift in marketing.

Keywords: Sales, Pharma Industry, Marketing, Strategies.

## Introduction

A paradigm shift is a major change in how individual thinks and get the things done that upgrades and replaces a prior paradigm. "It is well established that our mental models or mindsets determine the way we see the world, make decisions and act".<sup>1</sup> The marketing world is changing and new marketing may be called as relationship marketing or one to one marketing. "It is not the strongest of the species that survive, or the most intelligent, but the one that is most adaptable to change." — Darwin. Now a days the consumer are more informed and are eagerly pulling out information from various medium accessible, which is helping to make decisions while purchasing.<sup>2</sup> This resulted in rapid paradigm shift from old or traditional methods to pull and digital methods. The latest paradigm is known as "direct contact marketing" or "relationship marketing" which enlightens as novel substitute for mass marketing. This perspective uses latest information technology for providing capability to the company to establish and develop direct relationships with each and every customer or consumer.<sup>3</sup>

Make in India was a major game changing decision that our Prime Minister took and it is surely going to boom the marketing as well as pharma industry, as government has recognized Pharma industry as one of the 25 major sectors which is having potential for foreign companies to invest in. Additionally, a dedicated rapid response team for resolving the query/doubts or problems of marketing and production companies by online or web portal means with easing the regulatory and statutory procedures will enable the working of Pharma sector in full throttle. A paradigm shift has occurred between the governments and the Pharma industry interaction and working which is giving the momentum of the work

to another level as double engine. This approach will result in creation of latest infrastructure with new ideas and design of thought and creativity and which will provide the players the best competing ground for best performance. Furthermore, increased competition will encourage us to be more productive with highest standard of product creation and continuous starve the players/companies for being more innovative and to work towards more customer oriented and satisfaction needs.<sup>4</sup>

## The Pharmaceutical Industry's Upcoming Challenges

There are various upcoming challenges to be faced by Pharmaceutical industry, some of them are listed here: -

### Combo of Integral Sales and Marketing Strategy

Physical and Digital. The industry has to adapt for combo not only because the gathering or in person meetings are diminishing but also to increase the comfort and preference of Doctors. Technological advancement was evolved as compulsion but seems it is shifting towards comfort and convenience.<sup>5</sup>

### Digital Customer Relationship Management

All planning, calling, contact, engagement, tracking, messaging, Whatsapp, video calling etc. is being preferred via digital means. The multinational pharmaceutical companies still use the traditionally personal touch marketing systems in which the front line marketing individual has to prepare and follow the preplanned time table for calling, identifying, searching and submit their all expenses for reimbursement. With hybrid/ combo technique slowly the marketing has to shift as per requirement in future.

### Productivity Benchmark Resettled

With digital mode the usual doctor meetings, visiting, calling, contacting is also shifting to 20+ from old 5-10 per day. With combo mode it is now proven that the target as well as achievements can reach new heights thereby providing new heights to profitability and reduction in sale costs.

### Segregated Data

With current blended (digital era + physical) there is more data availability to be analysed for decision taking and planning for getting desired outcome. This means now with we have more data to understand the preferences or choices of Physicians, infection spots, outbursts, facility available, transport, and crowd with respect to certain area or locations. This data analysis will help in planning that how, when, where what type of man power or deployment required to get desired outcome.

### Competitive Ground

With this blended technique (digital era+physical) there is even ground for big companies as well as small scale industries, as with digital means both can reach the user or physician easily and convenience is available for both. With this ground there will be more players to compete which will result in more quality product in affordable cost and is ultimately beneficial for customers.

### COVID Era

With current situation across world contact less meetings, gatherings must be avoided till pass-through for pandemic is achieved and who knows digital means may become the first choice and cost effective with all the feasibility for all in future. The pandemic has forced the human kind to evolve and discover new, safe, convenient and durable path for all kinds of communications and transactions with security for all.<sup>6</sup>

### Importance of Healthcare Analytics

Healthcare analytics is the process of use or analysis of raw data to get the best possible paths for getting desired outcomes. With this the decision is made on the basis of scientific and actual facts based recommendations which results in improvement of planning, measurement, learning and management.<sup>7</sup>

Following are some bullet points for importance: -

#### Speedup the Discovery and Development of Drugs

With the increasing resistance or post marketing withdrawn of several blockbuster drugs or expiration of drugs, the need and cost for bringing new

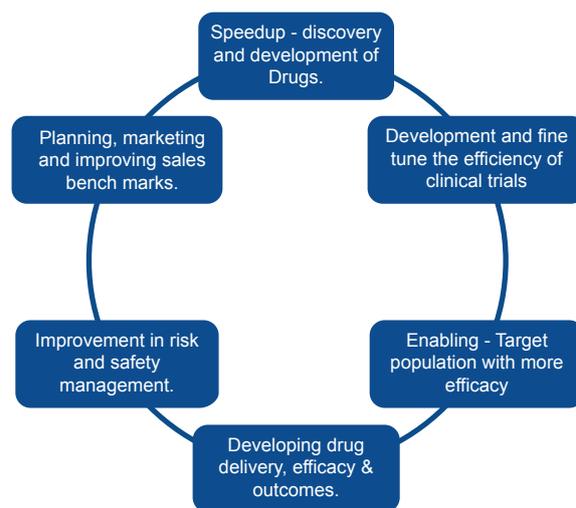


Figure 1: Process of Healthcare analytics

drug fast is constantly arising, any technology or idea which can speed up the drug discovery and development it will be huge benefit for all. With the latest digital techniques all the comparative studies, old data analysis, old patents, articles, results and accessibility will boom the overall process of drug discovery and developments. Also the technique will help in finding out the best possible way for doing the work and which will provide the best results. The pharmaceutical companies have already started sharing data to each other to boom the process of modification, updating and development with the help of digital tools of platform.<sup>8</sup>

#### Development and Fine Tune the Efficiency of Clinical Trials

As we all know that the overall procedure of clinical trials are too costly and require more time to get the desired outcome hence the conducting company always search for path for best possible way to reduce the overall cost and time without compromising the standards of the trials. With availability of digital platform it enabled many paths which nobody thought of till now such as a large database of all eligible patients with their historical and demographic data, contact less monitoring, adverse events and even help in predicting the side effects. With digital global database availability the long family history of patient and family can be scanned or evaluated with in short span of time which will result in more accurate path and reduce the overall cost of the trial also.<sup>9</sup>

#### Enabling to Target Population with more Efficacy

With the database availability of genetic information, digital monitoring devices which can monitor physical and vital changes in patients now the pharmaceuticals can easily do the root cause analysis of any event more efficiently and accurately.

Every patient is going to respond differently to the treatment provided hence if any technological update will help the company to identify the old patterns of response or triggers of the patients with respect to drugs will enable the companies to prepare more targeted drugs or delivery systems for common populations/drug consumers. Some companies already tested the combinations of genetic data, patient's medical history, and trial data to identify the special group of population/individuals suited best for trials of specific drugs which will provide more accurate results with in short span of time.

### **Enabling more accurate patient observation and response for developing drug delivery, efficacy and desired outcomes**

With large amount of patients data which can be observed and documented with the help of digital equipment now the companies can have much more detailed and close set of authentic information. Now the companies can utilize the technology to identify and target the at risk individuals for providing the care more accurately, efficiently or to decide the priority as per condition of the patient. For example the company can send push notification, call or reminder to the patient for taking medicines or checkup time to time as per schedule.<sup>10</sup>

### **Enabling better and constant improvement in risk and safety management**

With the availability of several social media platforms now the companies can get the information from several sources and also observe the emergency signals which enable the company to prevent any further spread, loss or harm to other users. Also on the basis of the observations/ reports from various media sources the companies can raise an alarm for the users for being extra cautious while usage of any product. The digital era has enables the companies to identify the likes and dislikes of the person and on the basis of the behavior the person can be influenced for purchasing/ shifting the product form one company to other company.<sup>11</sup>

### **Enabling better understanding on the basis of scientific data for planning, marketing and improving sales bench marks**

as generics now large pharmaceutical industries has to work more efficiently to retain market or profit. The large number of population is nowadays easily influenced by social media hence it is becoming major tool for advertising, marketing and transactions. Also, the same media can be used for observation of activity, travel, search, preferences, birthdays etc., based on the analysis the individual behavior can be predicted and accordingly the product advertisements can be flashed in front of user for exploring and purchasing. The marketing company can

keep real time track on movement, availability and consumption pattern of products to generate the demands and line up the supply chain for future.<sup>12</sup>

## **Options for improvisation**

### **Chat boats demand increasing**

With the increase in awareness and accessibility to user the interactive marketing is new and effective way to understand the user and the requirement hence chat boats are in high demand nowadays. With this technology the user can do whatever work, demand, suggestions, listen music, control home appliances with interactive interface involvement.<sup>9</sup>

### **Trusted or authentic content availability**

With the current digital era one can take a deep dive in Information Sea available via internet and simultaneously can verify and cross check the authenticity of the content also from the same.

### **Command or voice search engine and transaction**

With the digital technology the search engines, video calling facilities, money transfer etc. is possible with interactive interface. After connecting with internet and user synchronization many things are possible with interaction to technology. E.g. Amazon alexa, Google mini etc.

### **Statistical or scientific Data analysis**

With cloud-based data management now scientist can have access to any data kept at any part of the world and can analyze the same statistically as per their need with in short span of time.<sup>12,13</sup>

### **Digital marketing with involvement of social media platforms**

With digital marketing involvement in social media platform now the competition is in cutthroat mode between the companies. Now the companies has to upgrade the way of marketing with ensuring the safety, trust ability, and security to the customer as well as the company itself as now the marketing has broken all boundaries as the social media is present in everyone reach regardless of age or gender which also make the user more vulnerable to fraud and cheat.

### **Artificial Intelligence (AI)**

AI Having Consumer centric or comfortable search engine with maximum brands availability.<sup>12</sup> With artificial intelligence introduction in almost all across the world, now it became the part of life of everyone in either way or other. Now the user need its involvement in every step of decision taken, like

everyone will search the required product in internet and gets feedback/ user experience shared in various platforms such as YouTube, online shopping sites etc. for getting better understanding about the product and its features, availability, cost, durability, maintenance and now even we can track the shipped product on real-time basis.<sup>14</sup>

### Customizable or personalizable products availability

With consumer centric marketing now everyone desires to get the product as per their design, color, shape, fragrance preference, hence now company has to enable the customization or personalization facility for the products to be marketed/consumed by consumers.

### The Conclusion

With over all observation and evidences, it is now clear that every step has to be updated with time for betterment and increasing the efficacy constantly in order to survive or grow in market as well as life. The Pharma industry has to upgrade and take the smart shift to revolutionize the way of running and be more customers centric and constantly update with technology to work efficiently and profitability.

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