

ROLE OF DIGITALIZATION FOR EFFECTIVE MARKETING OF PHARMA COMPANIES IN PUNE CITY

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ABSTRACT

Objective: Computerized showcasing is supplanting conventional advertising methodologies in the drug business. This study assessed different parts of the utilization of virtual entertainment by the doctors of Maharashtra, the ongoing job of advanced showcasing in the drug business, and its effect on the adjustment of clinical practice.

Methods: This cross-sectional review included doctors working in different clinical settings with no less than five years of clinical experience. The members were overviewed via virtual entertainment devices utilized, information on advanced promoting apparatuses, and the computerized presence of themselves as doctors. We additionally surveyed their insight into advanced advertising by the drug business of Maharashtra and its possible effect on changes in their clinical practice.

Results: 700 eighteen doctors were incorporated in the wake of taking informed assent. The portable application WhatsApp (WhatsApp Inc., Menlo Park, CA) was the most often utilized application each week for clinical related purposes. Online courses/webcasts had the most elevated term of purpose each week however were gone to by a couple of doctors, trailed by portable applications and educational wellbeing sites

Conclusion: Despite limited use, the percentage of influence for clinical practice changes was highest for webinars/webcasts followed by websites, mobile applications, and WhatsApp. There is potential for increased use of digital promotion strategies from Maharashtra's pharmaceutical sector.

Keywords: Digital Marketing, Pharma Companies, Marketing, Web

1. INTRODUCTION

1.1 Advertising: Nature and Purpose

Advertising is pervasive; it assists companies in making money by allowing them to communicate with as many people as possible and inform them of the goods and services they provide. The goal of advertising is to consistently draw attention and turn it into a desire to prompt action that results in a purchase. (Abedellah, 2016). No matter what kind of products and services a business offers, it cannot rely on a single announcement or word-of-mouth buzz to keep customers coming back to them time and time again. Advertising is therefore crucial to sustaining corporate growth. Advertising is an expensive endeavour for any business, so it's crucial to make sure that any marketing or advertising effort results in the achievement of the goal, whether that goal is to promote a brand, raise awareness, or sell a good or service. The impact that advertising has on consumer purchases determines its worth.

1.2 Dimension of Marketing

Showcasing is a dynamic, steadily developing, and fretful corporate movement. Because of various emergencies, including psychological oppression and war, energy and material deficiencies, expansion, monetary slumps, high joblessness, kicking the bucket ventures and organizations, and impacts of fast mechanical headways in certain enterprises, the job of showcasing has gone through a critical change. (Abhinaya, 2019). The present promoting leader should pursue vital choices dependent more upon the market because of these changes, including the web, which requires a formalized strategy for social occasion convenient and exact data about clients, items, the market, and the general climate. The act of utilizing the Web to market and sell items or administrations is known as web promoting. Web showcasing utilizes the capability of advanced exchange to market and sell products. Any market on the web is alluded to as electronic trade. Electronic business takes into consideration web based purchasing, selling, and exchanging of labour and products. Electronic business is a subcategory of web promoting. With the blast of web development, web-based promoting has started to build up forward movement. It is expressed that text-just sites that gave item data were quick to offer Web showcasing administrations in the beginning of 1990. As the web has developed, it has extended past basic item deals to incorporate data about items, promoting space, programming, barter, stock exchanging, and dating.

Through the Web of Things, consistent cycles, programmed healing activities, and prescient support are made conceivable through machine-to-machine availability and AI man-made consciousness. Since the climate for delivering drugs is so limited and sensitive, even the littlest mistakes could devastatingly affect the producer's business, legitimate circumstance, and notoriety. For example, a couple of years prior, bundling and human-checking irregularities in the assembling office constrained a significant drug firm to review almost a portion of 1,000,000 tablets. Organizations are progressively making a point to try not to

misstep the same way again because of mechanization and digitalization, which is decreasing reputational and monetary mischief. (Kaiser, 2016). A few drug organizations have put resources into high-accessibility processing innovations, added computerized sensors and mechanical technology, and disposed of information move issues between units. Accordingly, the creation line is completely mechanized, which makes it a lot less difficult to stay aware of cleanroom methodology, record and oversee electronic group records, and dissect process execution (utilizing main driver examination to identify and apply changes). The consolidation of computerized data all through the production network fundamentally improves request supply the board. Drug firms are still in an exploratory stage with regards to offering computerized types of assistance past conventional items on the grounds that the drug business is going through significant changes.

The convergence of biology and technology will be the site of the biggest transformation of the twenty-first century. A brand-new age is starting. The pharmaceutical industry, like many firms aiming to expand online, is intensely interested in using digital to improve and sell its products. Social media and mobile apps are expected to have a stronger impact on the development of this company. Additionally, the development of websites and applications is important for that industry. The success of moving any business online and marketing it digitally can be attributed to the accessibility of information that is available online as well as the growing interest of consumers to explore information online for the first time. Digital can be the solution for businesses to present their products to Relevant Doctors in a world where Pharma Representatives are finding it harder and harder to get in touch with doctors. The learning and training sector will also be driven by the web. The audience that has shown interest in your webpage can be effectively retargeted using the enormous amount of data that can be produced through various initiatives.

- **Best Practices of Marketing**

Our experience indicates the most effective tactics as digital marketing becomes a part of traditional pharmaceutical organizations. Here are some suggested actions to set digital marketing apart.

- ❖ **Begin with a New Page:** Multichannel digital healthcare marketing is used. It doesn't have any restrictions on time, location, content, or persons when it gets to the doctor. Too many operational teams continue to see digital marketing in terms that are more akin to traditional physical marketing (i.e., distributing only brand materials and scientific information) without considering the creative ways that technology might engage prescribers (e.g., a series of quizzes of interest to doctors showcasing their brand). Digital can be a fantastic tool for creating the favorable conditions for a rising brand preference. Marketing should come before ROI. Digital campaigns are being driven to narrowly focus on producing additional sales as a result of the current emphasis on ROI. (Arjmand, 2016) Instead, pharma leaders need to consider how to use digital storytelling to effectively create the narrative surrounding their brand. Would

someone like to create an Intel Inside-like digital campaign to increase trust in the parent company brand?

- ❖ **Building Brands and Communicating a Message Consistently:** According to numerous studies, a customer must have 4–7 touchpoints before moving from awareness to action. For brand recognition and prescription action, a 3- to 6-month brand-building strategy is required. A company that just uses one-month marketing is destined for failure. Focusing on something "new" every two months and treating digital like a Diwali treat can result in sporadic involvement and poor results.

The key to successful digital marketing is receiving quantitative, unbiased feedback from prescribers. Measure, Optimize, Repeat. It's advantageous to use this information to enhance both physical and digital marketing. The Van Westen drop method of doctor research gave the users precise price information. Pre- and post-BLS tests reveal the impact of the message and the brand.

- ❖ **Break down the silos:** Businesses must switch from MR-led digital marketing to digital plus conventional marketing. Scalability, better MR engagements, and quicker medical requests are all benefits that businesses receive when they combine their on-site workforce with digital marketing.

1.3 Parts of a digital marketing strategy

- **Advertising**

Web based promoting involves putting offers and buying appropriate advertisement units on outer sites, like presentation advertisements on web journals, gatherings, and other relevant sites. Promotions may be as text, pop-ups, flags, recordings, photographs, and then some. Retargeting is a vital part of web-based promoting. (Kandasamy, 2019) Retargeting requires the utilization of code that adds an unknown program treat to monitor new site visits. You can then show them notices for your item or administration when they peruse different sites. This focuses your promoting endeavours on potential clients who have proactively communicated interest in your business.

- **Content promotion**

A key tactic for luring new clients is content marketing. The development of thought leadership will be aided by the consistent online publication of high-quality, timely content. It can raise SEO rankings and inform potential buyers about the issues your product can help them with. Blog entries, case studies, whitepapers, and other resources of value to your target audience can all be considered content. Customers can then be acquired using these digital content assets through both free and paid initiatives.

- **Email advertising**

Sending promotional emails to a targeted audience of potential clients or consumers is known as direct marketing. Sending individualized messages that are specific to the

requirements and interests of clients through email marketing is still a successful strategy. It is especially common among e-commerce companies as a means of retaining customers.

- **Mobile advertising**

The advancement of labor and products explicitly through cell phones and other cell phones is known as portable promoting. This covers text-based portable publicizing as well as promoting found in downloaded applications. The enhancement of sites, greeting pages, messages, and content for cell phones is likewise a piece of a comprehensive portable promoting system.

- **Paid searches**

Paid search empowers organizations to offer on unambiguous watchwords and purchase publicizing space in the web search tool results, which improves web search tool perceivability. Just the people who are effectively searching for the terms you've picked will see commercials. Pay per click (PPC) and cost per mile (CPM) are the two primary classes of supported search promoting (CPM). PPC possibly charges you when a client taps on your commercial. You pay for CPM in view of the number of impressions. The most well-known paid search publicizing stage is Google Adwords, but other web search tools like Bing additionally offer supported programs.

1.4 Objectives of Study

1. The concentrate on the marketing of advanced promotions tools in the advancement Drug store Organizations of Maharashtra (Pune) have a few goals illustrated underneath
2. To study the impacts of strategic digital marketing techniques in pharmacy industries
3. To perform analysis of smart digital promotions in the advancement of the Drug store business.

2. Review of Literature

(Faraj, 2021) right after Coronavirus, digitalized innovation is more urgent than any time in recent memory in empowering organizations across all ventures to perform better through expanded assembling efficiency, upgraded seriousness, more exact preparation and determining, and monetary maintainability. Alongside this, patent terminations, developing client interest, heightening contest, and raising cost pressures all posture difficulties to the conventional item arranged plan of action.

(Fecha, 2017)- As advanced administrations past the item are being coordinated into the range of offers, the areas are as of now being modified by the computerized unrest. 'Associated wellbeing' can possibly help all partners by accomplishing the 'triple point' of further developing the treatment experience, raising wellbeing results, and lessening per capita costs. The substance of medical care is changing because of digitalization.

(Petersen, 2021) -The drug business is described by huge overall revenues, high gamble, severe guidelines, extended and costly Research and development periods, and broad showcasing .The elevated degrees of personal time that drug plants are inclined to look in the PI can be diminished with the guide of digitization and information examination. Through the Web of Things, machine-to-machine network, AI computerized reasoning, and prescient support are made conceivable

(Sehlstedt, 2016)- Since the climate for delivering drugs is so limited and sensitive, even the littlest blunders could devastatingly affect the producer's business, legitimate circumstance, and notoriety. For example, a couple of years prior, bundling and human-checking irregularities in the assembling office constrained a significant drug firm to review almost a portion of 1,000,000 tablets. Organizations are as of now diminishing such blunders later on because of digitalization and computerization, which decreases monetary and reputational hurt (Kitson et al., 2018).

(Zhou, 2013)- A few drug organizations have put resources into high-accessibility processing innovations, added computerized sensors and mechanical technology, and killed information move issues between units. Subsequently, the creation line is completely computerized, which makes it a lot less complex to stay aware of cleanroom methodology, record and oversee electronic clump records, and dissect process execution (utilizing underlying driver examination to identify and apply changes). Computerized data combination at all levels of the store network decidedly affects request supply the board. Drug firms are still in a trial stage with regards to offering computerized types of assistance past customary items in light of the fact that the drug business is going through significant changes.

(Patel, 2020)- Digitalization in the PI can be very favourable for both little and huge organizations. For example, taking on digitalization to make medicates that are difficult to duplicate and ought chronic numbers that can be followed all through the inventory network to ensure quality and adjust to impending serialization rules. Drug organizations could utilize digitization to meet the expected expansion popular from worldwide business sectors. They can use digitalization to adhere to guidelines, track down cost-saving assembling efficiencies, and convey all the more rapidly with wholesalers and providers using cloud-based data trades. Furthermore, it is feasible to follow drug consistence and estimate interest across locales utilizing computerization, brilliant sensors, online entertainment, and wellbeing applications, empowering continuous assembling.

3. Methodology

Resources and Techniques

720 specialists with something like five years of clinical experience and working at assorted clinical settings associated with various claims to fame were remembered for this cross-sectional review. Following member assent and the organization of self-directed polls,

information was accumulated. Following a concise presentation, questions were presented to the members in regards to the computerized devices they as of now use to assess clinical data, their knowledge of computerized promoting devices, the web-based presence of the specialists, and the sort and recurrence of computerized media with virtual entertainment components. Online entertainment is alluded to in this concentrate as sites or potentially portable applications where clients can distribute and impart their own substance and media to different clients. Clients likewise have the choice of posting remarks, reactions, and connections to additional media as well as sites. The Maharashtrian drug's comprehension industry might interpret advanced advertising and the effect of computerized apparatuses on alterations to clinical practice was assessed. The factors were summed up as frequencies and rates after the information were examined in the IBM Measurable Bundle for Sociologies (SPSS) Measurements for Windows, Rendition 23.0 (IBM Corp., Armonk, NY).

4. Results & Discussion

Following informed permission, 720 physicians in total were involved in the study. The participating doctors' average age was 41 + 10 years. 180 participants (25%) were women, whereas 538 participants (74.9%) were men. The majority (31.1%) came from Lahore, followed by Karachi (19.5%) and Faisalabad (15.0%). Furthermore, specialists from Hyderabad (8.8%), Gujranwala (4.9%), and different urban communities (20.75%) were remembered for the review.

Facebook was referred to as the favoured web-based entertainment stage by most of specialists (76.2%), while WhatsApp and YouTube were used by 71.9% and 41.8% of specialists, separately. Furthermore, use of Twitter (18.0%), Instagram (18.4%), and ResearchGate (9.3%) were noted. Instagram is a help of Facebook, Inc., Menlo Park, California. Just 16 specialists utilized no socially intuitive advanced medium. 50.1 percent of clients used online entertainment during work hours for under 60 minutes, contrasted with 23.7% who did as such for one to three hours. Just 19.6% of them guaranteed never to utilize virtual entertainment while at work. At the point when interrogated concerning their number one strategies for computerized specialist patient correspondence, 44.4% of specialists said they utilized WhatsApp, while 28.6% and 13.1% of specialists said they favored SMS (Straightforward Informing Project, McLean, VA), a text informing administration that is a piece of most cell phone frameworks.

Social Media Uses	Frequency (%)
Facebook	550 (76.2)
WhatsApp	520 (71.9)
YouTube	200 (41.8)
Instagram	135 (18.4)
Twitter	128 (18.0)
ResearchGate or Academia	68 (9.3)

LinkedIn	65 (8.9)
Blogging Services (Word Press, Tumblr etc.)	14 (1.7)
No social media usage	18 (2.2)
Social Media Use During Working Hours (per day)	
< 1 hours	350 (50.1)
1 to 3 hours	180 (23.7)
3 to 6 hours	38 (5.2)
> 6 hours	10 (1.4)
Never	142 (19.6)

Table 1: Social Media Services Used by Physicians and Duration of Use During Working Hours

33.31% of specialists peruse clinical sites to keep up on the most recent clinical data. 20.4% of members utilized portable applications, while some additionally utilized WhatsApp/SMS, online classes/webcasts, e-itemizing, and tele-specifying (9.04%, 6.13%). Notwithstanding just using WhatsApp for seven minutes every week, clinical related utilizes represented most of its use (7.6 to 12.7 times each week). Portable applications (26.5 7.5 minutes), instructive wellbeing sites (10 4.2 minutes), and online classes/webcasts had the longest utilization times each week (31.66 10.38 minutes).

Digital Channel	Frequency (%)	Frequency of use per week Mean \pm SD	Duration of use (minutes/week) Mean \pm SD
Website	233 (32.32)	4.67 \pm 4.0	10 \pm 4.3
Mobile applications	147 (20.4)	5.72 \pm 3.7	26.52 \pm 7.7
WhatsApp	66 (9.06)	7.56 \pm 12.6	7.03 \pm 1.5
e-Detailing	58 (8.22)	4.01 \pm 2.4	3.28 \pm 1.2
Webinars/Webcasts	45 (6.13)	0.2 \pm 0.1	31.66 \pm 10.4
Self-directed Web Detailing	17 (2.21)	3.87 \pm 2.9	4.38 \pm 1.3
Marketing Emails	35 (4.58)	4.07 \pm 2.5	1.82 \pm 0.7
Tele detailing (Phone calls)	38 (5.14)	4.85 \pm 2.4	2.88 \pm 1.0

Table 2: Preferred Digital Channels Doctors Use to Evaluate Medical Information

The most often utilized computerized channels when individuals were gotten some information about their cooperations with drug area advanced promoting apparatuses and what those devices meant for changes in clinical practice were WhatsApp (29.95%), instructive wellbeing sites (26.8%), and portable applications (20.6%). E-specifying (8.1%), online classes/webcasts (7.6%), tele-itemizing (6.0%), independent web-itemizing (5.2%), and showcasing messages (4.3%) were among the less regularly utilized advances. Notwithstanding, in spite of their rare use, doctors from the overview guaranteed that sites (42%), portable applications (42%), WhatsApp (39%), and independent web-itemizing (37%) impacted clinical practice change than online classes/webcasts (49%). Additionally, of all the available digital methods employed by the pharmaceutical sector, marketing emails were discovered to be the least effective (8.0%)

Digital Channel	Frequency (%)	Influence for Change in Clinical Practice (%)
WhatsApp / SMS	216 (29.95)	38
Website	193 (26.8)	43
Mobile Apps	149(20.7)	42
E-detailing	59 (8.2)	37
Webinars/Webcasts	56 (7.8)	49
Tele Detailing	45 (6.0)	35
Self-Directed Web Detailing	38 (5.3)	38
Marketing Emails	30 (4.3)	9

Table 3: Available Digital Channels in Maharashtra and Their Influence in Changing Clinical Practices

Only 31.7% of the total participants have a professional social media presence online. A professional Facebook page was owned by 192 respondents (26.7%), 149 (20.8%) depended on their institute's website, and 77 (10%) relied on a personal website. 293 (39.4%) of them got a question from a patient via the internet, and 336 (46.8%) of them would be open to speaking with a patient via the internet if given the chance. Two hundred seventy-two (37.9%) respondents stated they frequently talk to patients about social media use.

Most of specialists reviewed in this study knew about Maple Biotech 's (Maple Biotech Pvt Ltd., Pune, Nashik, Belgaum) advanced promoting items, for example, web conferencing (7.4%), telemedicine (3.3%), patient entries (2.6%), and computerized proceeding with clinical training (CME; 43.3%), eDrug file (34.4%), versatile applications (25.5%), Facebook page (16.6%), MedWeb (8.6%), and patient gateways (Table Maple Biotech was

perceived as the drug business with the most elevated level of advanced contribution by 29.2% of the specialists, trailed by GlaxoSmithKline (GlaxoSmithKline, Sacramento, CA) (18.8%) and Getz Pharma (Getz Pharma (Pvt.) Ltd., Pune, Nashik) (11.42%). In our survey, by far most of specialists (73.0%) agreed that they have a basic requirement for two-hour preparing on computerized showcasing.

Digital Marketing Products	Frequency (%)
Digital CME	312 (43.4)
eDrug Index	246 (34.3)
Mobile Applications	184 (25.6)
Maple Biotech FB Page	118 (16.7)
Patient Portals	18 (2.7)
Medweb	63 (8.7)
Web Conferencing	52 (7.5)
Telemedicine	25 (3.4)
Practice Management System	21 (3.2)
Customize Website for Doctors	23 (3.2)

Table 4: Physician Knowledge of Digital Marketing Initiatives

5. CONCLUSION

Although most doctors in our study use digital tools to varied degrees, there is still space for improvement in digital marketing. (Awad, 2018)To compete in the fiercely competitive business world, pharmaceutical companies need to give priority to digital marketing tactics. A portion of the proposed strategies incorporate cooperation between the organizations, more customary contextual investigations, the arrival of versatile applications, its production and e-promoting groups, an attention on digitalization, and keeping specialists informed about the latest computerized showcasing innovations (Ayati, 2020).

Virtual entertainment use pervades all parts of contemporary society, including the drug and medical services enterprises. (Rhodes, 2020)Most of study members (97.9%) utilized virtual entertainment frequently, which is predictable with the impacts of the ascent of online entertainment in the US as reported by (Belhamel, 2019)Considering that web data is promptly accessible and can save time, it is sensible that specialists are bound to utilize advanced apparatuses while at work.

Drug promoting centers around getting an authorized proficient to advocate or suggest an item for use by end clients, rather than other showcasing drives that target end clients straightforwardly. (Lemoine, 201) Doctors who can recommend the items to end clients are the essential focuses of drug advertising. Given the restricted accessibility of a doctor's time, the drug business is very serious. Drug showcasing should be innovative and open to using new techniques for crowd commitment, for example, studios, e-itemizing, and computerized testing.

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