



GAPSULE

Panel Discussion no. 3

TRANSCRIPT



<https://gapsule.docmode.org/>

ABOUT GAPSULE:

Gapsule has been conceptualized to fill the knowledge gap and help to improve interaction between the pharma companies and medical practitioner.

BACKGROUND:

COVID has disrupted many activities with frequent lockdowns and social distancing. These things haven't even spared the pharma industry, as they experienced closed clinics, restricted face-to-face meeting with medical practitioner or severe restriction in travel for a product briefing exercise.

Now in this situation it is imperative to be part of this entire transformation. This transformation, which is led by technology, to ensure a better connect with doctors. And the doctors to connect better with the patients using these emerging technologies. It has become more imperative to understand the areas pharma industry is missing out.

One of the areas that really impacted during this pandemic was knowledge sharing. Knowledge sharing includes production and dissemination of clinical data, scientific breakthroughs to keep the medical practitioner in loop of new developments which would help them to excel in their practice. But with restrictions between physician and pharma company meetings due to COVID, the knowledge marketing went for a pause period.

This led to launch of Gapsule by DOCMODE, an effort to just bring in the top experts from different pharma companies for a panel discussion on focus areas where it could be either around the emerging technologies, could be around the emerging trends, or could just be discussing on what we together need to do to build a better future.

MODE:

Date of 3rd Panel Discussion:

- **20th November 2021**

PANELISTS:



Mr. Pawan Kulkarni

GM Corporate Strategy,
J. B. Chemicals & Pharmaceuticals Ltd.



Mr. Ravi Kumar Singh

General Manager,
Altiza & Eterna, Eris Lifesciences Ltd.



Mr. Makarand Kulkarni

Head of Project Management Office,
Sanofi, India

MODERATOR:



Ms. Zeenat Saba Khan

Senior Manager, Commercial
Communication & Digital, Abbott
India.

KEY HIGHLIGHTS:

- During pandemic those salespeople were affected who didn't have good relations with HCPs.
- It is evident from history, whatever happens in crisis time, a lot of residual habits are carried further. So, we should treat pandemics as an opportunity for the industry to change towards digital engagement in the future.
- HCPs are comfortable using tablets, and large screens, if the brand is not able to deliver engaging experience, HCPs won't be able to connect with the brand.
- The pharma industry is just digitizing the physical components and renaming them as digital transformation. Compared to the banking and logistics industry, digital transformation hasn't even started in the pharma industry.
- The pharma industry has been following FMCG industry, but what digital promotions and ROI in FMCG is totally different than in pharma industry. FMCG industry focuses on high level of visibility, while in pharma just having visibility cannot assure prescription.
- The FMCG sector focuses a lot on ground-level research, while in the pharma industry the brand managers are dependent on generic ready-made reports that come from BCG or McKinsey. The pharma industry needs to focus on the true meaning of digital transformation.
- Interestingly HCPs who prefer face-to-face contact are lying in both the buckets, one those who feel it should be face-to-face and those who feel that it should be hybrid. The fact remains that not only the industry, but the doctors do feel the need for meeting face-to-face.
- The HCP community has become frustrated due to the huge amount of webinars bombardment, which has resulted in HCPs having no control over digital promotions. Since prior to pandemic, HCPs had control over in – clinic promotions, in F2F meetings, etc. they were able to set rules.
- Also, most Indian pharma companies don't focus on PERMISSION Marketing, like getting an email or whatsapp or physical consent from the doctor.
- The three C's of marketing, customer, content, and channel. Are we understanding the various needs of the customer, their channel, the content need, the timing, their preferences? Are we mapping our content and media strategy in an integrated marketing approach with that mindset?
- As per a survey by Harvard Business Review, 74% of all the information which medical reps share with doctors is stale information. In addition to this, Indian market is a generic market, most often the same information HCPs will receive in different formation from different pharma companies.
- It is interesting to note that PATIENTS form the best link between a PHARMACIST and a DOCTOR. The pharma company should also focus to create patient-driven digital communication. pharma company should also focus to create patient driven digital communication.

- The tech-savvy people in the pharma companies are not decision-makers and decision-makers in the company are not tech-savvy. Now those who are tech-savvy are not decision-makers because they want to do everything digital available.
- The number of doctors who have become micro-influencers on social media have increased drastically in last five years, more during the pandemic. Doctors want to go digital, what to engage online, but want interesting and engaging content. HCPs are looking out for interesting experiences the pharma brand can deliver.
- Pharma industry can use Metaverse to create different groups for hypertension, diabetes, kidney diseases, etc. Doctors can join this virtual world to advice or also consult.
- Importance of HCP profiling, not just on digital but also physical world. The medical reps have lot of information about the Doctor, right from which brands they Rx, which conferences they attend, choice of communication channels, what time they are free to call or meet, etc. But when the medical rep quits, this information is lost. Pharma companies can create a central repository of this information so any new medical rep can have access to this info.
- It is important all the different pharma divisions to work in an integrated manner to ensure they reduce spamming the same doctor for different brands.
- Digital transformation is running the business with the help of digital like the banks have fully digitally transformed. While the pharma industry has just digitized its products for promotion. So, the pharma industry is moving slowly towards digital transformation.
- As a brand manager you think about brand positioning, when it comes to prevention, or in terms of therapy or during recovery period.
- New things and ideas are all around only if, you know, think in a perspective of the patient and not the boss. Your boss is your brand, your patient.
- Training the medical reps via different workshops is very important. These trainings should be conducted on regular basis because we don't know what kind of situation they face during each call. How to probe the question, how to ask the question, how to start the conversation. Each workshop can focus on different situations. We have 16 points in a visual aid or in a communication.
- Any product manager can conduct simple research about their product or brand. Just type out the brand details and you will see the search results displaying different results. Sometimes you might come across your brand reviews been done by some random guy, who is not even medically qualified.
- To become a good salesman, three things are very important. One is knowing your product, know yourself and third is very important when you are as a good salesman, it is not customer, it is know and understand your company.



GAPSULE

A First of an Industry Dialogue Series

Aimed at Bridging the Knowledge Gap between the Pharmaceutical Industry and Medical Practitioners for Better Treatment Outcomes.

<https://gapsule.docmode.org/>

An initiative by



Docmode Health Technologies Pvt. Ltd.,

Office No: 201, Kalpataru Plaza, Chincholi Bunder Rd, Nadiyawala Colony 2,
Malad West, Mumbai-400064, Maharashtra

Contact No:- 022 4973 6375, +91 81042 82077

Web:- www.docmode.org