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NEW TRENDS IN PHARMACEUTICAL INDUSTRY FOR
DEVELOPING CRM



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Short Profile

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ABSTRACT:

For developing CRM it is essential to know the use of technology and new trend for improving contact points. So, for find out the ways and means to establishment of CRM, the new trends like use of IT, e-detailing by using computerized system, tablets and use of Personal Digital Assistant (PDA) are need to be consider. Following paper focused on review of literature on new trends in pharmaceutical industry. This study will help to take further steps towards developing marketing strategy and CRM strategy in the pharmaceutical industry.

KEYWORDS

Pharmaceutical Industry, CRM, Customer, Retailer, Information Technology.

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INTRODUCTION :

Establishing sound relationships with customers have to ascertain that the target of maximum customer satisfaction should be achieved in the most efficient way. It works by giving a warm feeling of relationship to the customers who thus become loyal to the particular organization or a product. It seeks to respond effectively to the queries of the customers who develop an association with the firm. It is seen in pharmaceutical business organizations are more focused on relations. Medical representatives are developing and maintaining relations with stakeholder and trying to increase market share. This paper highlights on recent and new trends of marketing in pharmaceutical industry.

REVIEW OF LITERATURE:

Modern information and communications technology can now become a powerful driver of this process, by carefully recording, documenting and tracking customer transactions and characteristics, and using that information strategically (Hanssens 2002). Manual record keeping is very crucial job for all the marketers. Now days in each sector information technology play a vital role for easy transaction and to keep record. For implementing customer relationship management collection of customer information and use it at right time is crucial job. But IT assist for maintaing record in pharmaceutical transaction. Some researchers are studied the use of IT in pharmaceutical transaction. Information Systems Research, are unified into a conceptual model that offers a comprehensive explanation of CRM acceptance antecedents and consequences in a sales force setting. The most prevailing influence on CRM acceptance comes from CRM perceived usefulness, followed by the setting of accurate expectations regarding system usage, the salesperson innovativeness towards new technological tools, the CRM perceived ease-of-use, and the supervisor encouragement and support. Internet portals yield new opportunities in accessing key customer segments, such as physicians and patients. Alignment is necessary of at least three architectures: the business architecture positions, the portal regarding the target customer segments and the (electronic) intermediaries (Rainer Alt, 2005). (Eggert, 2011) suggests sales technology can support both externally focused tasks toward managing customer relationships and internal administrative tasks. A majority of respondents felt that ICTs as a relationship building tool were applied passively within a sales-oriented, rather than customer-oriented, environment (Sharif, 2008).

From many years pharmaceutical companies are using printed brochures and pamphlets as presentation aid. But now a days as information technology developed pharmaceutical organizations are using computerized system for presentation. (Andr é e K. Bates ,2006) Industry is mainly deploying e-Detailing, CRM, Health-Care Provider (HCP) Portals and consumer compliance applications to develop e-marketing strategies that, at last, demonstrate clear business objectives and measurable return on investment. e-Detailing is expected to become a viable alternative to the sales force arms race. Many e-Detailing pilots have shown hard return on investment and an impact on sales, but this depends on strategy and implementation (Bates et.al., 2006) E-detailing is an IT-supported sales dialogue via the internet, has mainly been an issue in the USA in the last few years, where it has been heavily pushed by service providers (Heutschi, 2003). Physicians consider e-detailing as more of complimentary in nature to ensure a holistic effect of pharmaceutical marketing communication (Banerjee, 2011). Looking at the e-Detail value chain, it has been seen that challenges exist all along the chain, gaining the benefits of e-Detailing involves shifting to a more customer-centric approach of marketing, rather product promotion

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(Bates et.al., 2006). Marginal increase in the PSR visit, invitation, and detailing type increases the probabilities of e-detailing acceptability among physicians (Banerjee, 2011). With increased insight about customer's needs and wants, pharma can personalize service and market more efficiently. Physicians spend an average of 23 minutes in an e-detail, as opposed to a few minutes for in person calls found that e-details are 100 times less expensive than traditional calls and can be up to 400 times more efficient. The pharmaceutical industry in the USA spends about US\$15bn per year advertising its products to the medical profession. Pharmaceutical detailing, which is using sales representatives to call on physicians to promote products, accounts for about 45 per cent of this spending (Shim, 2004).

Digital marketing is everywhere. Every channel has a digital component – from reps capturing sampling data or sharing messages on tablets or handheld devices, to product websites and call center scripts. Digital marketing happens any time companies use IT systems to capture, share or analyse information about customers (Ramko et.al., 2005). Application of digital technology in the whole area of CRM is growing (Lerer, L.2002). The personal digital assistant (PDA) can enable thorough and accurate note taking to record the topics of discussion during each visit and ensure effective follow up. They can also enable the pharmaceutical company to build up a three dimensional profile of the doctor (Alasdair Mackintosh, 2004). Prior to meeting with the physician, the representative opens the physician's electronic file and reviews the pertinent information such as the receptionist's and nurses' names, when and what they talked about the last time they were seen, what products were left behind and any particular interests the physician may have. Once in the physician's office and talking to the physician, the representative clicks on the 'Call' tab of the physician's profile, the current date is automatically inserted along with the physician name and location. While talking with the physician, the representative taps 'Presentation 1' tab and a list of products she/he could possibly present appears. Using the PDA stylus, the representative touches the screen on the appropriate product and the product name automatically fills in to the 'Presentation 1' box. The cursor on the screen automatically drops to 'Presentation 2', where she can select the second product she will talk about and so on. Should the representative decide to leave drug samples with the physician, he/she clicks on the 'Sample' tab of the physician's profile. The physician's name and address fills in. Then the representative taps 'Sample 1' and a list of products drops down. Selecting one product, he/she then fills in the quantity left before moving on to 'Sample 2'. Once the representative has finished entering the sample information, the physician signs the PDA screen on the signature line. In the event that a physician refuses to sign the PDA screen, the representative fills out a paper form, has the physician sign the paper and enters 'Refuse to Sign' on the signature screen. The representative must obtain the physician's signature in order to leave samples behind, according to the rules of the Food and Drug Administration.(Sung J. Shim,2004)

In order to improve the productivity and effectiveness of sales representatives in pharmaceutical detailing, many pharmaceutical companies have adopted PDAs and laptop computers for use by sales representatives as a vital part of salesforce automation systems. While some salesforce automation systems have been reported to increase sales 10–30 percent, previous studies have also found that sales representatives often complain about those systems, tend to resist them and under-utilize them. It seems that there are mixed opinions regarding the benefits of salesforce automation systems and the usefulness of PDAs and laptop computers in pharmaceutical detailing. (Sung J. Shim,2004)

Another trend i.e. outsourcing of healthcare services is expanding rapidly. As opportunities expand for vendors, a better understanding of the client's decision process and the concerns involved is needed so that vendors can better take advantage of these opportunities (McCay,2009).

After the discussion it is found that organizations are taking continuous efforts as per the informational technology changes. Most of the organizations are using internet and laptop for the detailing.

CONCLUSION:

After the study it can conclude that pharmaceutical industry is trying to change a face of marketing. Before the ten years industry focused on one to one communication and visits of medical representatives. In this practice companies are distributing free samples, brochures and reminder cards. But now a day's industry focused on use of information technology for presentations. In this marketing Personal Digital Assistant, Tablets, Laptop plays a vital role. For effective presentations medical representatives are using audio visual aids. It is also seen that medical practitioners are pleased on this aids. So in future for developing CRM in pharmaceutical industry use of IT is essential.

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