

(IIHMR UNIVERSITY JAIPUR)

EVENT OUTCOME REPORT

“Master Class session role of digital marketing and communication in pharma sales management”

(By MS Aarooshi Kothari, manager digital marketing Novartis India ltd)

Event category: master class 83

Topic: Role of Digital Marketing and Communication in Pharma sales Management

Date & Time: 19th September 2023 & 10:30 AM to 11:30 AM

Venue: LH 13

Detail of speaker: MS Aarooshi Kothari, Manager Digital Marketing Novartis India Ltd.

Objective of the session: The event was conducted to provide valuable insights and career prospects in the field of digital marketing and communication in pharma sales management.

The pharmaceutical industry has witnessed significant transformations in recent years, including changes in how companies approach sales and marketing. Digital marketing and communication have become essential components of pharma sales management, enabling companies to reach healthcare professionals and patients more effectively, comply with regulatory requirements, and stay competitive in a rapidly evolving landscape. This report explores the role of digital marketing and communication in pharmaceutical sales management, highlighting key strategies and their impact on the industry.

The pharmaceutical industry faces unique challenges in sales and marketing due to strict regulations, increased competition, and evolving healthcare dynamics. Digital marketing and communication offer innovative solutions to address these challenges while optimizing sales management processes.

1. Key Components of Digital Marketing and Communication in Pharma Sales

Management:

a. Content Marketing:

Creating and distributing high-quality, compliant content to educate healthcare professionals and patients.

Leveraging blogs, whitepapers, and social media platforms to share information on drugs, treatments, and medical advancements.

b. Email Marketing:

Personalized email campaigns to engage healthcare professionals and provide relevant information.

Compliance with regulations such as HIPAA (Health Insurance Portability and Accountability Act) for secure communication.

c. Social Media Engagement:

Building an online presence and engaging with healthcare professionals on platforms like LinkedIn and Twitter.

Sharing educational content, clinical trial updates, and news about pharmaceutical products.

d. Search Engine Optimization (SEO):

Optimizing online content to improve search engine rankings and visibility.

Ensuring that healthcare professionals and patients can find relevant information easily.

e. Mobile Apps and Websites:

Developing user-friendly mobile apps and websites for easy access to drug information, dosage guidelines, and patient resources.

Ensuring compliance with accessibility standards.

2. Benefits of Digital Marketing and Communication in Pharma Sales Management:

a. Improved Targeting:

Precision in reaching the right audience, including healthcare professionals and patients.

Enhanced lead generation and customer segmentation.

b. Cost Efficiency:

Reduced costs compared to traditional marketing methods.

Lower overheads for printing materials and organizing physical events.

c. Real-time Analytics:

Access to data and analytics to measure the effectiveness of marketing campaigns.

Insights for optimizing marketing strategies in real-time.

d. Regulatory Compliance:

Tools and platforms designed to meet regulatory requirements.

Ensuring transparency and adherence to data privacy laws.

e. Global Reach:

Expanding market reaches beyond geographical boundaries.

Facilitating international collaborations and partnerships.

3. Challenges and Considerations:

a. Regulatory Compliance:

Navigating complex regulatory environments and ensuring compliance with industry standards.

b. Data Privacy and Security:

Protecting sensitive patient data and maintaining cybersecurity measures.

c. Adverse Event Reporting:

Implementing processes for promptly reporting adverse events and complying with regulations.

d. Content Quality:

Maintaining the accuracy and relevance of digital content.

Avoiding misinformation and misleading claims.

e. Healthcare Professional Engagement:

Building trust and credibility with healthcare professionals through meaningful digital interactions.

4. Future Trends and Recommendations:

a. Embracing Artificial Intelligence (AI) and Machine Learning (ML) for personalized marketing.

b. Utilizing virtual reality (VR) and augmented reality (AR) for medical education and product visualization.

c. Investing in data analytics to gain deeper insights into customer behavior and preferences.

d. Continuously monitoring regulatory changes and adapting strategies accordingly.

Conclusion:

Digital marketing and communication have become indispensable tools in pharma sales management, enabling companies to reach healthcare professionals and patients effectively, while ensuring compliance with regulations. The industry's future success will depend on its ability to harness emerging technologies and adapt to evolving healthcare dynamics.

Picture:

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Master Class
Episode 83

Role of Digital Marketing and communication in Pharma Sales Management

📅 Sep 19, 2023 ⌚ 10:30 AM to 11:30 AM (INDIA) 🇮🇳

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