

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 46

“Master Class Episode 46”
Topic: - “From Pill first to Health First. A Marketer's Travelogue”
Date: 22 nd April 2022 from 04.00 PM to 05:00 PM
Venue: - Online
Speaker: -Ms. Bamona Basu, Sr. General Manager, Marketing & Therapy Head, Lupin India, Mumbai
Number of participants: - 34
Introduction: - This session featured: Ms. Bamona Basu, Sr. General Manager, Marketing & Therapy Head, Lupin India, Mumbai, India. The event was moderated by Dr. Saurabh Kumar Dean- SPM, IIHMR University, Jaipur and the Student coordinator is Mr. Piyush Shukla MBA PM Batch 13.
<p>Objective: Compelling and clear objective statement for "From Pill First to Health First... A Marketer’s Travelogue", which seems to be a narrative or presentation exploring the evolving role of marketing in the healthcare or pharmaceutical industry:</p> <p>Objective:</p> <p>To explore the transformative journey of healthcare marketing from a product-centric (“pill first”) approach to a patient-centric (“health first”) paradigm, highlighting key shifts in strategy, consumer behavior, and value delivery. This travelogue aims to share insights, challenges, and learnings from a marketer’s perspective in driving more holistic, outcomes-driven engagement in the health ecosystem.</p>
<p>Salient Novel Points Covered:</p> <p>The Salient Novel Points of “From Pill First to Health First... A Marketer’s Travelogue”, highlighting the key themes and transformations that make this shift both significant and timely in healthcare marketing:</p> <p>Salient Novel Points:</p> <p>Shift from Product-Centric to Patient-Centric</p> <ul style="list-style-type: none"> • Traditional marketing focused on selling the pill (the product). • The new approach prioritizes holistic health outcomes, patient well-being, and long-term care. <p>Integrated Ecosystem Thinking</p> <ul style="list-style-type: none"> • Moving beyond pharma to a broader health ecosystem: digital health, wellness, nutrition, lifestyle. • Marketing aligns with public health goals, not just brand objectives.

Role: A clear and thoughtful breakdown of the Role of “From Pill First to Health First... A Marketer’s Travelogue”, framed as the purpose and functional contribution of this narrative in the context of healthcare marketing:

Role of “From Pill First to Health First... A Marketer’s Travelogue

- Acts as a Strategic Reflection
- Educates and Inspires Transformation
- Bridges Industry and Patient Perspectives
- Redefines the Marketer’s Role in Healthcare
- Encourages Systemic and Ethical Thinking

Challenges and Opportunities:

Challenges

1. Legacy Mindsets & Systems

- Resistance to change in traditional pharma organizations where marketing is still product-push driven.
- Difficulty in aligning internal stakeholders around a patient-centric vision.

2. Regulatory Constraints

- Strict compliance rules limit how patient-centric and transparent marketers can be.
- Navigating privacy laws (e.g., HIPAA, GDPR) when using health data for personalized engagement.

3. Data Fragmentation

- Access to and integration of real-world patient data remains complex and siloed.
- Difficulty in creating a 360-degree view of the patient journey.

4. Balancing Commercial and Ethical Goals

- Tension between business targets (sales) and health outcomes (impact).
- Risk of tokenism—brands adopting a “health-first” narrative without genuine action.

Opportunities

1. Rise of Holistic Health Awareness

Consumers are increasingly focused on prevention, wellness, and lifestyle—opening doors for value-added engagement beyond the pill.

2. Digital Transformation

Digital health tools, apps, and wearables allow continuous, personalized interaction with patients.

Greater use of AI, CRM, and real-time analytics for precision marketing.

3. Partnership Ecosystems

Collaboration across pharma, tech, NGOs, and governments enables more integrated care models and co-branded health initiatives.

4. Patient Empowerment

Patients actively seek information and expect education, transparency, and involvement.

Opportunity to be a trusted health guide rather than just a brand communicator.

Q &A and Interactive Discussion:

A structured and engaging Interactive Discussion Format for “From Pill First to Health First... A Marketer’s Travelogue”. It’s designed for a workshop, seminar, corporate session, or classroom environment to provoke thought, dialogue, and meaningful participation.

Objective of the Session

To engage participants in reflecting on the evolving role of healthcare marketers—from focusing on selling products to enabling better health outcomes—and to encourage critical thinking on how to implement this shift in real-world scenarios.

Future Scope:

Future Scope of “From Pill First to Health First... A Marketer’s Travelogue”

Transformation of Healthcare Marketing

- This shift will redefine industry norms—from product-led storytelling to outcome-led narratives that put people before products.
- Marketing will evolve into a strategic health function, not just a promotional one.

Rise of Digital Health Engagement

- Future marketing strategies will increasingly integrate with wearables, health apps, telehealth platforms, and AI-driven interventions.
- Marketers will work alongside digital product teams to deliver personalized, ongoing patient engagement beyond the prescription.



From Pill First to Health First... A Marketer's Travelogue

 **Friday, Apr 22, 2022**

 **04:00 PM - 05:00 PM (INDIA)** 



SPEAKER

Ms. Barnona Basu
Sr. General Manager,
Marketing & Therapy Head
Lupin India, Mumbai



MODERATOR

Dr. Saurabh Banerjee
Dean SPM
IIHMR University, Jaipur



**STUDENT
COORDINATOR**

Mr. Piyush Shukla
MBA-PM, Batch 13,
IIHMR University, Jaipur

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Meeting ID	Topic	Duration (Minutes)	Participants
84744218867	Master Class Ep.46 April 22, 2022, from 4:00 PM to 5:00 PM	85	34
Name (Original Name)	User Email	Guest	
IIHMR WEBINAR	it@iihmr.edu.in	No	
Lavanya Banerjee		Yes	
Saurabh Banerjee (Lavanya Banerjee)		Yes	Y
Barnona Basu		Yes	
Kanika Jindal		Yes	Y
Manish		Yes	Y
Rushabh Shah		Yes	Y
Jobin.Thomas		Yes	Y
IIHMR		Yes	Y
DAMODARAN.S		Yes	Y
subhas chetri		Yes	Y
Sahana mohan		Yes	Y
Sudeepti		Yes	Y
Shivakshi Shah		Yes	Y
Ayush Tiwari		Yes	Y
SUVENDU KUMAR ROY		Yes	
Nirali Patel		Yes	Y
Vaibhav Shewale (Product Manager - Vaibhav Shew)		Yes	Y
Satyam kumar		Yes	Y
Kanika Birla		Yes	Y
Anshu Aman		Yes	Y
Viraj Jain		Yes	Y
upendra		Yes	
Prince rana		Yes	
Tanvi Shah		Yes	Y
Rakhi Singh		Yes	Y
Muthuraman		Yes	Y
Mani		Yes	Y
niyati talwar		Yes	
Prince Singh		Yes	Y
saurav singh		Yes	Y
Shruti		Yes	
Satyendra Tiwari		Yes	Y
Manu Agrawal		Yes	
Soumen Dutta		Yes	Y