



# An Emerging Trend in Marketing Communications



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## **IPHMR**

**Fifth Convocation & Eighth Foundation Day**  
**18<sup>th</sup> December, 2011 - Kolkata**

# India is Changing Fast

YESTERDAY

*Once upon a time*



TODAY



# Looking Outside the Box



From the conventional

**Pharma Space**



**Pharma Cyber Space**



# Life Around is Changing







# The Way We Play



# The Way We Work





# The Way We Lunch

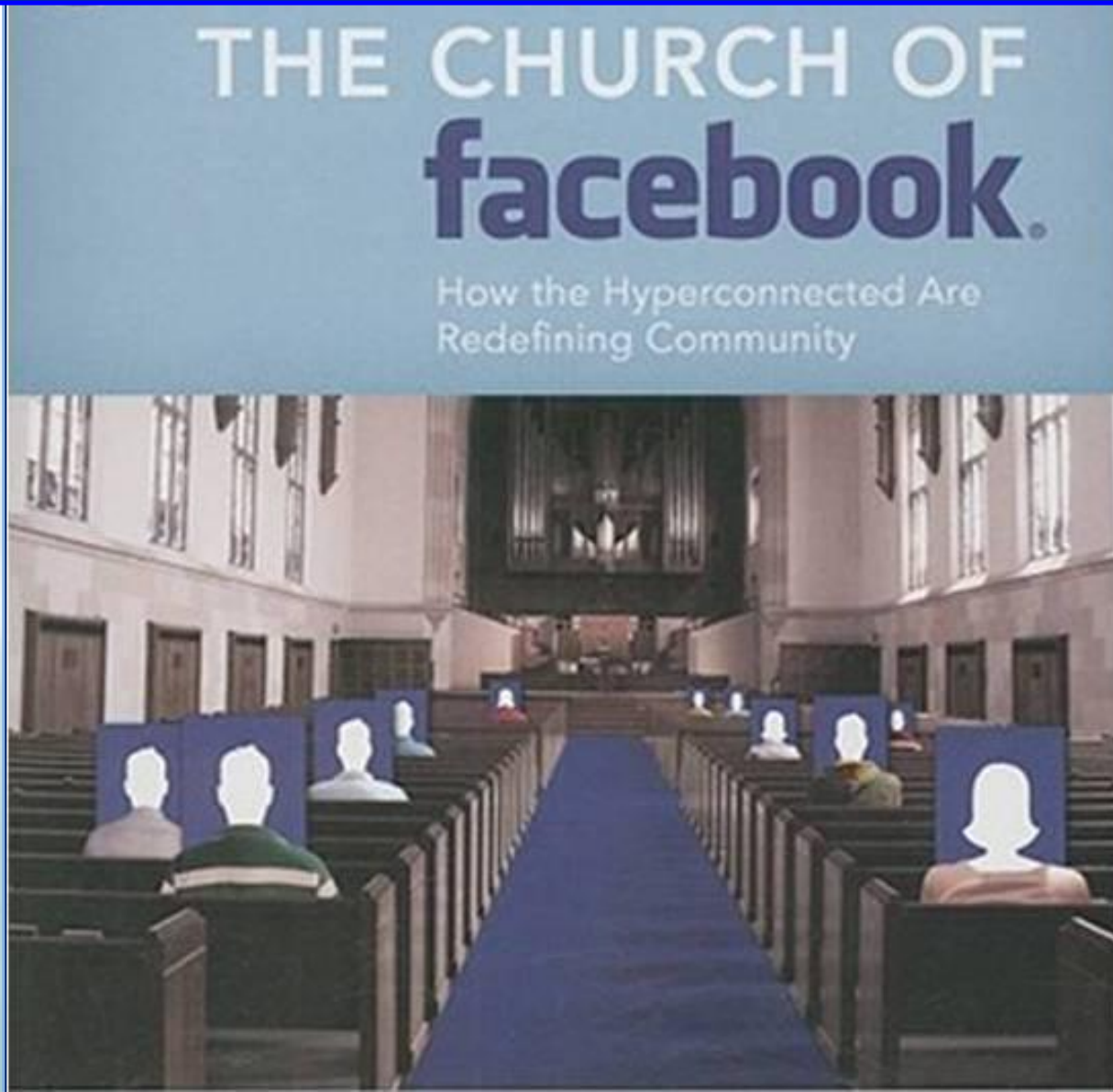




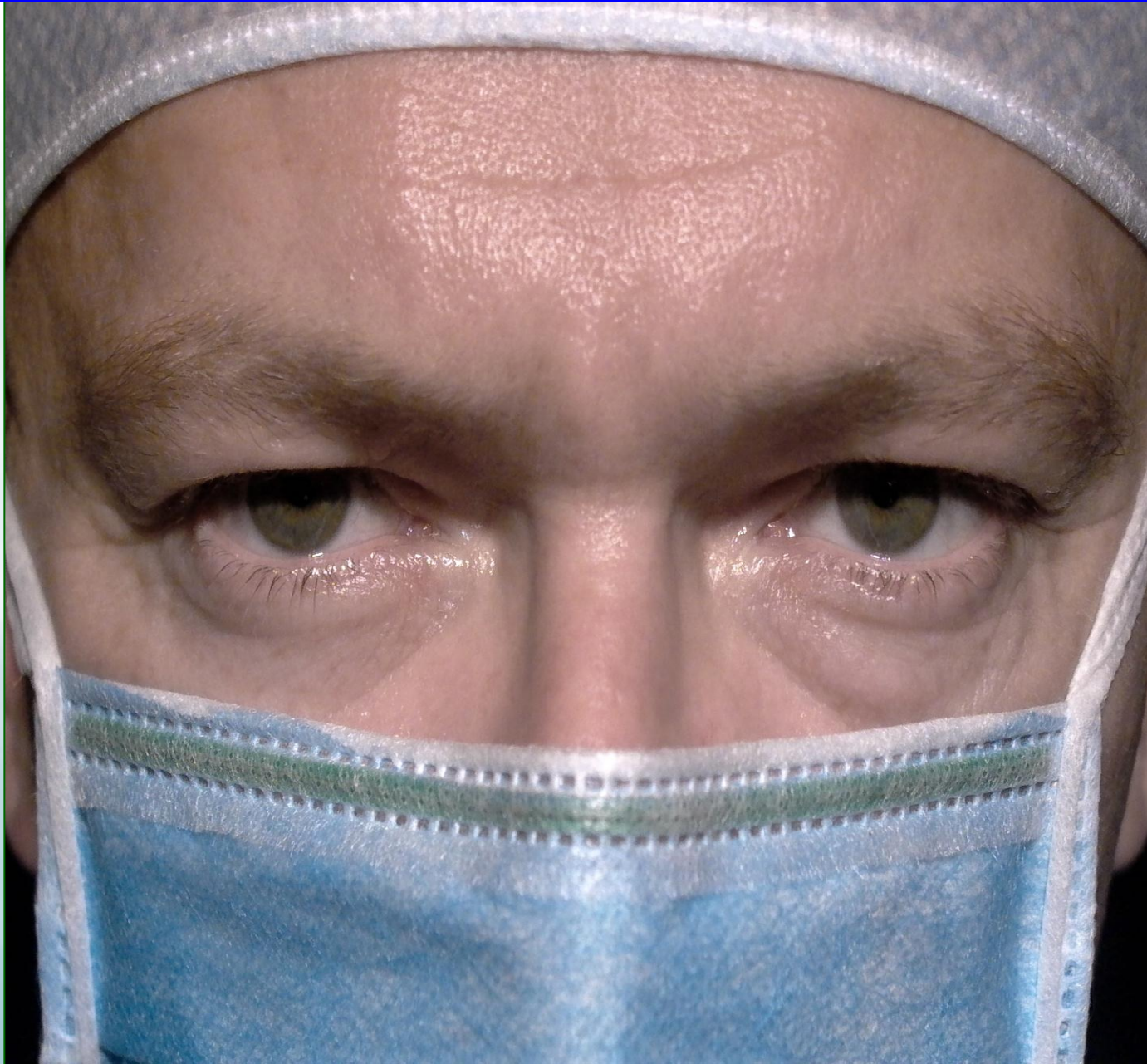
# The Way We Talk



# Everything has to **Engage** NOT just Inform



# The Doctor





# Decade of Innovation (2010 – 2020)

The time has come for Indian science to once again think big; think out of the box; and think ahead of the times. The time has come for India to produce the Ramans and Ramanujans of the 21st Century.

This year, as we usher in the New Year, we also usher in the “Decade of Innovation”. There is no better way to do that than to salute the creativity and the genius of our scientists and engineers, our professionals, our workers, our scholars and students, gathered here today. I sincerely hope each one of you will go forth from here, dedicating your life and your work to the development of modern science and to the application of science to the betterment of the lives of the Indian people.



# Promotional Tools in Pharma Industry: Another Constant

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- Visual Aid Folders
- Leave Behind Literatures
- Product Monographs
- CT Reports
- Brand Reminders
- Text Books
- CMEs
- Conference Participations
- Detection Camps
- Patient Education
- Sponsorships



# Marketing getting Stereotyped

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- Age old promotional tools bring the fatigue element
- A need to innovate





# Marketing getting Stereotyped

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- Doctors not giving adequate time
- Showing reluctance to meet M.R.
- Doctors' engagement becoming increasingly expensive
- Need to look for new age marketing tool



# CHANGE

- The Only Constant In The World

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- Change is inevitable
- Though fearful of change
- Sense of secure in the old pattern
- Implement changes to stay ahead



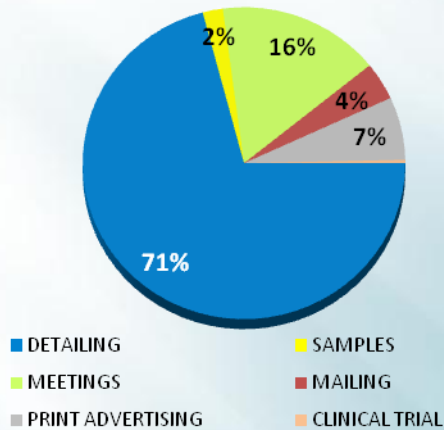


# Strategies to Consider

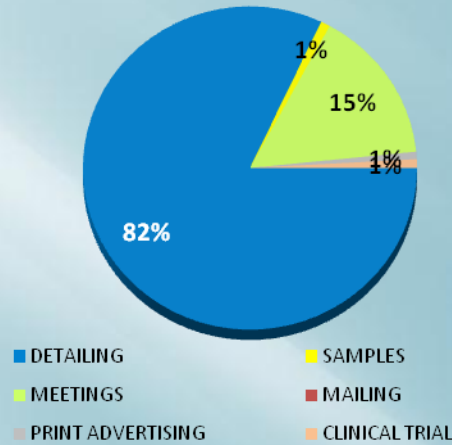




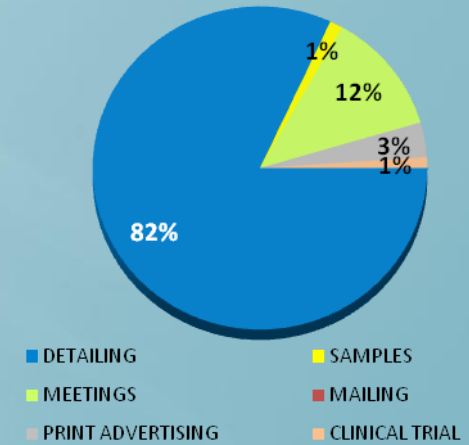
# Medical Detailing: Still the Key Tool



**Australia**

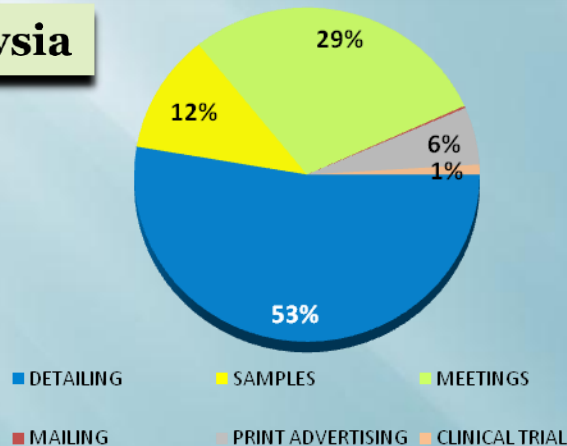


**China**

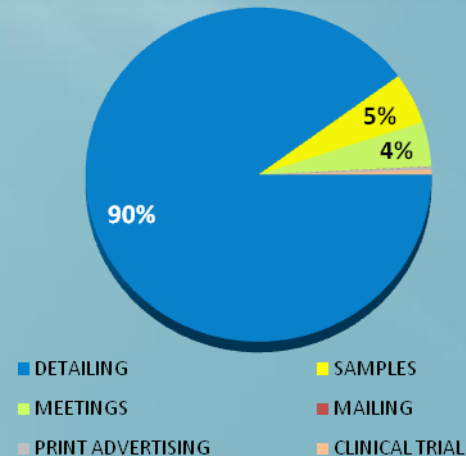


**Korea**

**Malaysia**



**India**



***MAT 2011 Q1***



# Leverage New Channels

	Mobile Penetration (%)					
	Malaysia		China		India	
	2009	2015	2009	2015	2009	2015
<b>Mobile Phone</b>	110	141	58	86	30	61
<b>Internet</b>	56	80	29	55	7	28
<b>Mobile Internet</b>	27	44	18	46	1	27

*McKinsey September 2010 - Riding Asia's Digital Tiger*

- Multi-channel detailing and marketing
- Multi-media content for the field force and your customer
- Segment your market and choose your promotion option
- Talent shortfall



# Pharma Vs. Other Industries

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Customers in  
Industry

- End consumer

Customers in  
Pharma

- Doctors (not the end consumer)





# Marketing Media for Consumer Engagement



# New Age Marketing – Social Media



# Emerging Cyber World

- **Internet:** 80 Mn users in India, projected in 2015: 230 Mn.
- **Facebook:** 800 Mn global users → 38 Mn in India
- 68.5% of online population in India visits social networking sites
- 80% of the internet users search for medical, health and product related information on Internet



# Social Media



- Democratization of information, transforming people from content readers into content publishers.
- Involves a natural, genuine conversation between people about something of mutual interest
- Conversation built on the thoughts and experience of participants.





# Social Media in Pharma: The **SCOPE**

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- 2/3 of the World's Internet population visit online communities and spend at least 10 minutes every day.
- Time spent on these websites has increased 3 times the rate of overall internet growth
- **Over 80% of the internet consumers search online for health/product information**



# Social Media in Pharma

## The **PURPOSE**

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- To increase awareness for the products related diseases
- To promote CSR activities
- To route the patients to the nearest doctors



# Social Media in Pharma

## The USE

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- To provide a platform preferred by target group
- Better engagement of the patient pool
- To foster relationship with patients and allowing them to create content on the site
- Linking the unbranded site to branded site of respective companies for product related information.



# Social Media in Pharma

## PROS

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- Provides a free/cheaper social network media platform for networking, communicating and socializing among
  - Doctors and patients
  - Doctors and doctors
  - Patients and patients.
- Provides patients with information on various health disorders, treatment available and sharing of experiences.
- Provides a new interactive advertising medium to increase brand awareness
- Facilitates innovation through blogs
- Helps keeping tab on competition.





# Social Media in Pharma

## CONS

- Data confidentiality and breach of privacy rights, especially when a user posts his health problem on the social network.
- Chances of defamation by competing pharma companies when someone posts false information on particular pharma products
- Injuries caused by drugs' side effects
- Copyright infringement or other form of IP infringement.
- Chances of negative publicity by the competitors



# Social Media In India

- Growth @35% annually
- Limited utilization as marketing tool
- No significant usage by Indian Pharma players



# Social Media in Pharma

## Recent Global Initiatives

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1. **Bayer:** '*Facebook*'- Promote “Aspirin for women”. Online blood glucose monitoring system- Young diabetic patients of UK
2. **Merck:** '*Facebook*'- Promote cervical cancer vaccine “Gardasil”
3. **GlaxoSmithKline:** '*YouTube*'- ‘Restless-legs syndrome’ awareness film.  
‘YouTube’ channel: ‘GSKvision’.
4. **AstraZeneca:** “*YouTube*”- ‘My Asthma Story’ for anti-asthma drug Symbicort.
5. **Johnson & Johnson:** '*You Tube*' channel has now over 90 videos
6. **Novartis :** Social media dedicated to Chronic Myeloid Leukemia (CML)
7. **Pfizer:** “*Pfacebook*”- Website for internal communication
8. **Boehringer Ingelheim** - '*Twitter*' since 2008



# Social Media in Pharma

## Recent local Initiatives (DRL)

Neutropenia - Windows Internet Explorer provided by Dr. Reddy's Laboratories Ltd

http://www.neutropenia.in/

File Edit View Favorites Tools Help

Google neutropenia

Neutropenia

Speak Up to feel the difference

Why suffer in silence?

feeling feverish after Chemotherapy?

Get all your queries on infections due to chemotherapy answered

Search

Neutropenia

Home

Understanding Infections

Signs to look out for

What is Neutropenia

What causes Neutropenia?

Evaluation

Journey of Chemotherapy

Post your comments / query

Login

Email-Id \*

Password \*

No of

100%

11:51 AM



# Financial Returns

Low costs

Better  
Outreach

Effective  
brand  
awareness

Financially  
attractive





# Social Media in Pharma

## Testing Water

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- Cautious approach towards Social Media due to evolving regulatory requirements.
- FDA cautioned the major players to refrain from publishing misleading communication through social media
- Absence of any published guidelines for online pharmaceutical marketing or create brand awareness via Social Media
- Pharma Company just “Testing the water” to fathom how far regulatory authorities will allow them.



# Thank You

