

Impact of Medical Marketing on Healing Protocol

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Abstract

The pharmaceutical industry in India is driven by ethical formulations, rather than OTC formulations. Though the actual user of the drug is the patient, it's the doctors who decide which drug or brand to prescribe to its patients and the patient does not have any say in this matter. This makes the brand promotion unique and most of the promotional aides are aimed at influencing doctors for generation of prescriptions. Due to stringent rules and regulations there is not much advertising done in mass media. Hence personal promotion is an integral part of brand promotion. Medical representatives play a very important role in influencing doctors to prescribe their brands through promotion. Apart from the selling skills many qualities of the medical representatives favorably impact the prescription behavior of the doctors to prescribe their brands. The study was undertaken to understand the various qualities of medical representatives which favorably impact the doctors attitude towards him and thereby brands promoted by him

Keywords: Ethical formulation, brand promotion, prescription behavior.

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