

Approaches to Research and Academic Communication

Research Question: - “To analyse and assess the optimum strategy of marketing in continually changing the business environment with appropriate strategy to tackle the issue of sustainability and considering the impact on policy makers, policy payers, physicians and customers”.

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Course: DBA (2nd term, London Campus)

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TASK 1

Review article on ‘Marketing Strategies of pharmaceutical companies’

1.1 Introduction

To study and understand most suitable methodology marketing strategy in the regards of varying conditions in the pharmaceutical market with proper planning to sustain success with growth and taking in account the effect on government, healthcare service providers, prescribers or medical practitioners and end customers (patients). Pharmaceutical marketing has quickly advanced over the previous century and has now entered the automated transformation. This is characterized by the ascent of direct to consumer advertising (DTCA).

The pharmaceutical business has generally depended on forceful showcasing to advance its items. Seven distinctive controlling angles like:

- 1] The weight of chronic disease is increasing rapidly.
- 2] Healthcare service strategy creators and payers are progressively commanding or on the other hand affecting what specialists can prescribe.
- 3] Pay-for-execution is on the ascent.
- 4] The limits between various types of human services are obscuring.
- 5] The business sectors of the creating scene, where demand for drugs is likely to become most quickly expand next few years, are exceptionally different.
- 6] Numerous governments are starting to concentrate on prevention action instead of treatment, even though they are not yet spending particularly in pre-emptive measures.
- 7] The governors are becoming more hazardous-opposed.

The social, statistic and monetary setting in which the pharmaceutical business (Pharma) works is evolving drastically, as we noted Seven noteworthy patterns reshaping the pharmaceutical marketplace. All these difficulties have significant implications for how Pharma markets and moves the drugs it creates – the subject on which we will centre here. The business has generally depended on the forceful promotion to marketing its products (Pricewaterhouse Coopers, "Pharma 2020: Marketing the future", 2009).

Therefore, the approach for designing of the flexibility marketing strategy that must be introduced into a market by the pharmaceutical companies by keeping compliance with the client's requirements and legislative framework of the host country to sustain and make growth in the market successfully is explained in the given literature review.

1.2 Literature Review

In this section, a detailed analysis of the current business scenario for the marketing strategy with the context in changing business environment, surroundings due to various influential factors such as change in global market trends, changing in rules and regulation policies by the ruler governments, inclination of the medicinal practitioners towards more promising as well as quality of the drugs or bio/pharmaceutical products, increased concern of patients and healthcare service providers towards the quality of the service for which they are going to pay etc. There are some challenges are also raised in front of the pharma industry such as saturation in the application of conventional marketing strategies, limitations upon DTCA methods in Europe continent. Other issues related to strict legislation of the ruling government, increased the power of government, patients, prescribers and policy payers whose amalgamation can put a direct impact on business performance of the pharma industry and are capable to redirect the growth of the company. Future planning emphasized upon the generation of the new innovative, cost-effective and price-flexible approach of marketing strategy for the purpose of brand endorsement so that the pharma companies can enable them to make their way on successful growth through proper application of appropriate and robust marketing strategies.

1.2.1 Current scenario

Marketing strategies of the pharma sector have frequently centred around a two-dimensional approach: Repetition of the message and extend or reach of the message. Advances can without much of a stretch upgrade both— email, online pursuits, and sight and sound introduction programming enable advertisers to achieve bigger gatherings of people and contact them even more as often as possible. All things considered, insightful advertisers realize that innovation should likewise help construct validity in the connections which are basic for showcasing achievement.

The Pharmaceutical businesses to the long, fruitful procedure of putting down enormous wagers on a couple of particles, advancing them actively and transforming them into blockbusters functioned very well for a long time, however, its R&D efficiency has now plunged and the earth's developing. Its trusted that seven noteworthy patterns are reshaping the commercial centre. These patterns will aggravate the difficulties Pharma as of now faces, however, they'll likewise give any real openings (Pricewaterhouse Coopers, "Pharma 2020: Marketing the future", 2009).

Suggestions investigation of market, detecting has a positive association with worldwide execution, client commitment has a positive association with universal execution, accomplice connecting has a positive association with worldwide procedure plan which concluded that the study proposed reasonable structure, which is centred around the utilization of advertising abilities keeping in mind the end goal to figure solid worldwide showcasing technique. Most organizations are always searching for the approaches worldwide and offer their items and administrations in global markets. In this way, solid execution of right showcasing systems is winding up much more imperative for the confirmed objective of guaranteeing an accomplishment of organizations in universal market. Broad audit of the past writing in the region prompts the improvement of various qualities adding to the achievement of the marketing procedure uncovered the hugeness of promoting capacities, which are characterized as the capacity of the organizations to respond and adapt to changes in outer

market condition. Showcasing capacities are accounted for to comprise of market, detecting, client commitment and accomplice connecting. These are three imperative components which mean to procedure adjustment, coordination of showcasing exercises and incorporation of aggressive activities. Seeking after right worldwide advertising technique is required to contribute to keeping up solid market position in the global business level (Alharbi Adel Saleh M & Wang Aimin, 2016).

The bio/pharmaceutical industry supports for a developing industry, feasible key alternatives for development and extension are rare. Inescapable basic changes in how new mixes are found to have gotten underway modifications, normal for a development that empowers efficiency and advancement to the detriment of size and organization. Impressive opportunity keeps on existing in mining the maximum capacity of mixes in the pipeline through better commercialization (Sanjay K. Rao, 2008).

1.2.2 Current challenges

The traditional approach of marketing strategy applied by almost all pharmaceutical companies known as 'detailing approach', which includes meeting sessions of the company representatives (MR) with the medicinal practitioners to convince them for prescribing the products of corresponding bio/pharmaceutical company, has now become almost outdated and now there is a need for bringing new innovative planning of marketing strategy. While designing marketing strategies, innovation can develop and reinforce pharma organizations' associations with purchasers, prompting more deals. But have some challenges also to face (Sanjay K. Rao, 2008).

As innovation walks ahead, pharmaceutical advertising systems have moreover advanced. Innovation devices increment the capacity of medication designers and sound introductions advertisers would now be able to give more data in less time. Podcasts, sites and web-based preparing materials offer a huge change over inheritance paper-based instructive frameworks. Marketers have initiated to explore probable possibilities to get in-depth knowledge of the important market as well as contact medical practitioners via a web-based platform that consists of video e-itemizing, data mining etc. All things considered, at a time when specialists progressively utilize e-itemizing and laypeople look for data on the web, fewer individuals depend upon a cooperation to find out about drugs and medicines.

1.2.3 DTCA and its challenges

Pharmaceutical promoting has quickly developed over the previous century and has now entered the computerized upset. This is exemplified by the ascent of direct-to-customer promoting ("DTCA"), which has generally been just permitted in the United States and New Zealand in creating nations yet is currently growing in reach to different purviews.

Empowering the "globalization" of pharmaceutical DTCA is Internet-related advancements that are not limited to topographical edges and are very unregulated. This DTCA advanced "overflow" into business sectors that prohibit. It can have an unfriendly effect on wellbeing results and wellbeing related spending. Developing markets may speak to the following sensible advance for computerized DTCA expansion, given their undiscovered market potential and dangerous development. Further research and worldwide wellbeing approach change is important to address this "rising" worldwide medical problem (Tim K. Mackey & Bryan A. Liang, 2012).

The models of physician-patient connections that fluctuate in their locus of control (doctor, quietly, or shared) and the type of help looked for or got in the relationship (enthusiastic or instrumental). Though shopper interviews reflected references to every one of the four models of connection, just two showed up in DTCA. The restricted scope of collaborations found in these showcasing techniques makes an absence of congruity between associations styles found in commercials versus styles announced by genuine shoppers. Closed with quality, restrictions and future headings regarding a substantial investigation of DTCA, or just examining patients' and doctors' stories about physician– quiet communication. This enabled us to assess messages offered by sponsors, as well as how those messages are gotten and respected by buyers and doctors. Various impediments were additionally distinguished. This exploration is constrained in that it concentrated exclusively on print notices over a timeframe. Different types of DTCA may delineate more powerful physician-patient connections. Considering the rich writing on the capability of DTCA to empower medicalization and overprescribing of physician-recommended drugs, further research ought to likewise inspect components in upper notices that encourage medicalized perspectives on social issues and add to sickness mongering and overprescribing.

By and large, its trusted that this investigation will help in the comprehension of how representations of physician– quiet connection in the DTCA line up with reports of genuine collaborations. Pharmaceutical promoting can have unfriendly wellbeing and financial results, particularly if left unregulated and permitted to multiply and cross geopolitical outskirts in the uncontrolled advanced condition. Developing markets are particularly in danger given their huge market potential, quick development in wellbeing spending, and vague administrative treatment of computerized DTCA. DTCA is given a great domain to share basic leadership wherein the patient knows about the dangers and advantages of new medications.

1.2.4 Limitations on DTCA in Europe

The developing accentuation on DTCA is most apparent in the current production of the directive draft generation from the European Commission (EC), which raised the possibility of permitting pharma organizations to convey data about their needs for asthma, diabetes and AIDS specifically to the overall population. Even though this pilot conspire was in the end crossed out, Article 88a of Directive 2004/27/EC permits the EU Commission to give a proposition provide details regarding the advantages and dangers of scattering data through the Internet to the overall population. This report is probably going to take three years from the execution date of Directive 2004/27/EC for culmination. Indeed, even with these current changes, the UK is far behind the circumstance in the USA, where marked DTCA is permitted. In Europe, there are strict administrative limitations on utilizing medicine just item names specifically or in a roundabout way amid any sort of patient mindfulness exertion. DTCA has thusly been consigned to infection mindfulness battles, which are instructive and non-special in nature.

In the meantime, in any case, these directions are provoking more dependable DTCA on the business' part. The current debates in the USA have prompted the improving of the PhRMA Guidelines for pharmaceutical promoting, which are set to additionally justify DTCA approaches around the world. The patterns in the worldwide pharmaceutical space and the current advancements as for DTCA in the USA (the world's biggest medication showcase)

will be the key factors that decide the course of development of DTCA in Europe. In any case, European-style DTCA will never embrace the US-style market approach than understanding the administrative system (Tim K. Mackey & Bryan A. Liang, 2012).

While publicizing non-physician endorsed medications to general society are allowed in the UK (a few constraints are given in the Advertising Regulations to manage the same), DTC promoting of solution just prescriptions is entirely restricted according to the Advertising Regulations 1994 (as revised), which actualize EU Directive 92/28/EC. These are the limitations in the context of marketing strategy while applying DTCA method in Europe. Along with this, there are special cases that permit data on solution just medications to be given to people in general.

1.2.5 Issues related to a government law, management and patients

The pharmaceutical industry always faces the issues related to legislation in the functional area of the host country. The marketing strategies designed for the brand promotion of the product are not applicable on the universal or global level as every country has different rules and regulations.

The exploration configuration embraced was a cross-sectional unmistakable outline. The number of inhabitants in the investigation included all the 8 restorative organizations working in Kenya and every one of them took an interest subsequently the examination was a statistic. The investigation utilized essential information which was gathered utilizing self-managed polls. The information gathered was dissected utilizing factual bundle for sociologies and exhibited in tables and outlines. The investigation discovered that notice enables the organizations to make mindfulness among clients for their items and administrations yet additionally fills in as a valuable vehicle in the advancing brand picture of the items and administrations offered in the objective market. The investigation built up that publicizing in the restoration business empowers the organizations to make a great picture and advance the repeat buy of the item or administration, make a substantial market section which prompts the improvement of a bigger market, keep up predominant remain in the business, set up a great association with potential clients and lessen customer discord. The examination additionally settled that promoting enables the organizations to make mindfulness, request, making of gauges through rivalry, conviction, limit impediments between the association and clients and work openings. Publicizing impacts of the execution of restorative organizations as it empowers the organizations to upgrade the buy of hierarchical items by the purchaser, increment volume of offers, incremental the benefits of the association and improve the association with its clients. The study concluded that for any company making distinctive, remarkable position it mandatory to quick response for rapidly changing the market and be innovative. The success should be obtained within the legislative framework.

The promotional method is an unavoidable task in the marketing strategy to be done in a business enterprise. It is a cliché that the goal of the organization within its ability for developing the effective procedures at the perfect moment. Appropriate techniques at the inappropriate moment will spell outcome of the process. Promotional marketing is an effective approach to proper planning methodologies (Sanjay K. Rao, 2008).

The World Health Organization likewise communicates worry on the suitability of DTCA and its effect on worldwide health. In 2007, WHO likewise made a consistent suggestion to

prevent DTCA at the 30th Yearly Meeting of Countries taking an interest in the WHO Program for International Drug Monitoring. These announcements by WHO fill in as acceptance by the worldwide network that DTCA is a becoming worldwide general wellbeing concern. DTCA should look for authorization against worldwide firms that, all things considered use advanced structures of pharmaceutical advertising, that can possibly affect their national populaces/health consumptions also, are disregarding their domestic laws. In any case, healthcare offices, the pharmaceutical industry and worldwide policymakers must to clearly prevent and clear DTCA used by unlawful acting artists, for example, illicit online medication merchants, as their publicity is a clear-cut and the present worldwide health risk that the remaining parts unaddressed (Tim K. Mackey & Bryan A. Liang, 2012).

Thus, it's clear that marketing assumes a noteworthy part in the execution of an association as it makes mindfulness while in the meantime, promising the non-clients to attempt the items or administrations of the firm and this will make the organization to be aggressive. Publicizing not just encourages the organizations to keep up predominant remain in the business and benefit augmentation, it gives data about items or administrations. Publicizing gives an unmistakable picture of any item or administration of an organization which is an extraordinary resource. An all-around organized and persistent publicizing may remain as one of those systems to manage a market position.

1.2.6 Planning for future

The major aspect of flexible approach towards price control of bio/pharmaceutical products, upon which the pharmaceutical companies have to give emphasis focus; as the government has decided to take initiative to bring more restriction upon the pricing system of the drug production companies. Along with this, the pharma companies have to make the long-term management planning with a respect to innovation like 'e-prescription' in new marketing strategy through Research & Development'. By 2020, the setting in which pharma works will be altogether different from that which wins today. What's more, one of the repeating themes in every one of the movements we have portrayed is globalization: the globalization of the business sectors, as interest for prescription ascents in the creating scene; the globalization of R&D, as a developing offer of R&D moves to Asia; the globalization of the controls overseeing the advancement of new drugs, as national and government organizations, work together; and the globalization of data, as human services payers share information on the clinical and budgetary execution of MEDs. Globalization will build the dangers Pharma faces; if an item flops in a single market, for instance, it might well bomb taking all things together. However, it will likewise make open doors for extensive reserve funds. Worldwide IT stages, process institutionalization and information, benchmarks, worldwide administrative necessities and worldwide promoting endeavours will empower the business to dispose of wasteful aspects and decrease its expenses. On the off chance that Pharma is to flourish in this new condition, however, it should roll out clearing improvements all through the esteem chain. Besides, the occupying administration should move quickly. The breaking down of the conventional method for making and offering prescriptions to make sale has now on the path to fuel another round of mergers and acquisitions altogether different in nature from those that occurred a couple of years back (Appendix, *figure. 1*). One huge organization could purchase another, for instance, and strip it of everything except the advantages it needs. Private value houses and flexible investments could likewise assume a noteworthy part in reshaping the segment. Private value firms have indicated generally little enthusiasm for

Pharma to date. This is halfway on the grounds that they ordinarily get a kick out of the chance to put resources into organizations with unmistakable resources and consistent money streams, while investigation based pharmaceutical tasks have scholarly resources and progressively patterned money streams, and mostly in light of the fact that their high market capitalizations have kept everything except the littlest pharmaceutical organizations off the radar screen. Now the pharmaceutical companies are finding themselves in such a situation where they have focused upon the recruitment of such specialist executives who will deal with specialist medical consultants for a business generation (Appendix, *figure. 2*) (Pricewaterhouse Coopers, "Pharma 2020: Marketing the future", 2009).

Clear investigation of each of the lifecycle administration systems right now rehearsed, when and how they may be utilized demonstrates that LCM methodologies must be created ahead of schedule in the item lifecycle, even from the preclinical stage. Methodologies for singular items, notwithstanding, can't be chosen in disengagement and should be considered with regards to the organization's general portfolio. The examination has given Divesting-an item includes cutting special and research costs, offering the item or permitting its make once the brand faces coordinate rivalry from generics. This can happen anytime in the item's lifestyle and enables speculation to be diverted towards different items in the organization's portfolio. Contingent upon ecological limitations, costs are regularly expanded before patent termination to exploit the solid brand devotion among clients.

This will just give here and now profit before the generics enter the market. An expansion in cost before patent termination may likewise be taken by non-specific organizations as a flag for conceivable divestiture, making them enter the market more forcefully than they would have something else. In choosing this procedure, an organization must be confident that they will get no benefit from proceeding to advertise the item themselves post-patent expiry, and regularly reflects inward difficulties, for example, an absence of key fit with the organization's portfolio, the absence of enough deals, or absence of showcasing assets.

Given the present condition, the diminished volume of pipeline items, and the quality of the developing generics industry, LCM designs are a basic apparatus to guarantee pharmaceutical organizations stay effective. Pharmaceutical controls require that for dispatch, an item should be at its ideal phase of improvement — it must be in its best definition. This may leave constrained space for advance improvement later. If the discernment is that there are no neglected needs, the test will be to advance and present new mixes.

Another worldwide for creating bio/pharmaceutical situating procedure that can significantly modify existing business forms, preparing them to understand the maximum capacity intrinsic in compelling bio/pharmaceutical items. Conceiving – and constantly developing – situating techniques considering this scientific, marketing driven worldview will make for a commercialization procedure that adequately defines and conveys item an incentive at each phase of the lifecycle. Using cutting-edge systems and apparatuses from controls, for example, vital promoting research, showcasing science and choice helps sciences empowers the way toward making an interpretation of such a worldview into powerful technique it presumed that, practical vital alternatives for development and extension are rare. Inescapable basic changes in how new mixes are found to have gotten underway modifications, normal for an advancement that empowers efficiency and development to the detriment of size and organization. Conceiving – and constantly advancing – situating techniques in light of a

scientific, showcase driven worldview will make for a commercialization procedure that successfully defines and conveys item an incentive at each phase of the life cycle using best in class methods and instruments from controls, for example, vital promoting research, showcasing science and marketing sciences empowers the way toward making an interpretation of such a worldview into the compelling system (Sanjay K. Rao, 2008).

Finally, it can be said that the pharmaceutical companies must make critical analysis and study of the changing trends in the business world before the introduction of new innovative marketing strategy (Appendix, *fig. 3*).

Promoting abilities are accounted for to include of market, identifying, client commitment and collaborator linking. These are three critical components which mean to procedure adjustment, coordination of advertising exercises and incorporation of aggressive activities. Seeking after right worldwide showcasing procedure is expected to contribute in keeping up solid market position in the global business level (Alharbi Adel Saleh M. & Wang Aimin , 2016).

1.3 Conclusion / Summary

The pharmaceutical business has mainly depended upon its brand promotion in the pharmaceutical business market. There are some factors those are reshaping the business marketing strategies of the current pharma industry. The Pharma market is currently undergoing through a lot of changes which are influenced by the interactions of Government rules, communication between physicians and their patients and keep the flexible approach for the pricing system of the drug to keep it more cost effective in accordance with the legislative framework of the corresponding host country. Patients are more concerned about the quality and efficacy of the drug for which they are paying, hence trying to get assured from their physicians. As the policy payers i.e. Patients, prescribers, healthcare service providers and the government have collectively become more powerful and has a capability to put an impact on the decision making the pharmaceutical companies have to need to revise their marketing policies in recent decades.

Developing markets are particularly in threat given their huge market potential, quick development in wellbeing spending, and uncertain regulatory treatment of automated DTCA. More prominent acknowledgment, research, and appraisal of health care policy modification are important to address this "developing" worldwide open medical challenge (Tim K. Mackey & Bryan A. Liang, 2012).

The policy payers are now concerned regarding the type and quality of the healthcare services as well as the quality of the bio/pharmaceutical products. Hence, the new trend of policy paying is been started to get introduced in the market in which quality performance and efficacy of the drug/product will decide the payment for the corresponding service. Therefore, various marketing strategies were studied in the given review study. Amongst which new model of marketing proposed by Dr Sanjay Rao seems to be more suitable for the sustainability and growth of the pharmaceutical companies in the current situation of the rapidly changing business environment.

Appendix

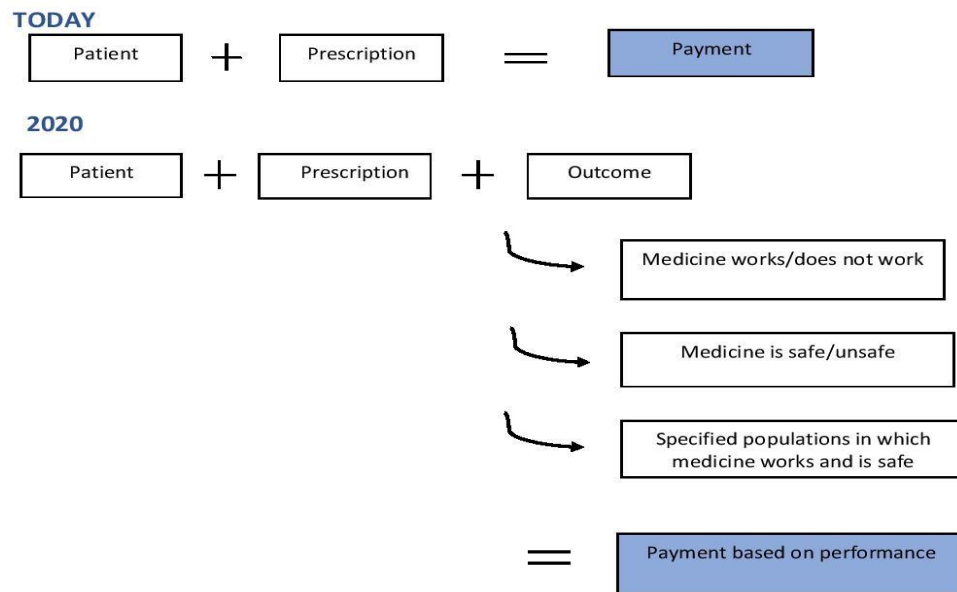


Figure 1: - Illustrates that the payment will be done depending on the effective performance of the product by 2020 in most of the countries in the world

(Source: Pricewaterhouse Coopers "Pharma 2020: Marketing the future", 2009).

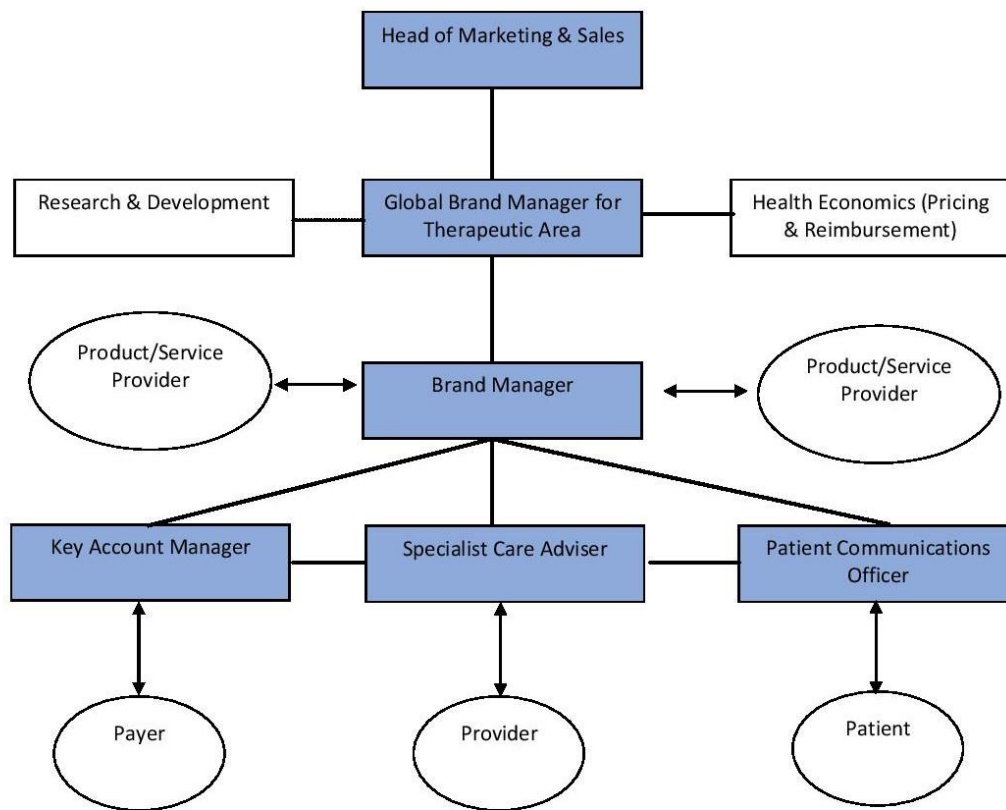


Figure 2: illustrates that the marketing strategies are organized around specialty of the product

(Source: Pricewaterhouse Coopers "Pharma 2020: Marketing the future", 2009).



Figure 3: illustrates that the marketing strategy should be designed by taking consideration of qualitative and quantitative analysis of the market

(Source: Pricewaterhouse Coopers "Pharma 2020: Marketing the future", 2009).

TASK 2

‘A new paradigm for developing bio/pharmaceutical positioning strategy’

2.1 Introduction

The research article on “A new paradigm for developing bio/pharmaceutical positioning strategy” has been written by Dr Sanjay K. Rao; vice president, Life Sciences, CRA International. Dr Rao has designed and led projects impacting product and portfolio development strategy, clinical trial investments, pharmaceutical brand development, new product commercialization, clinical and geographic market development, sales force design and optimization, new product and portfolio pricing, access and evolution strategies.

In present conditions, the bio / pharmaceutical sector is struggling against rapidly changing the global environment of the surroundings. Therefore, his research analysis in the given research paper proposes a new model for the construction of new bio/pharmaceutical promotional planning which can rectify previous promotional approaches remarkably. This approach will enable those existing strategies to understand the characteristic attribute strength of the quality of the bio/pharmaceutical products. Conceiving and constantly updating promotional planning having the foundational basis of the proposed scientific, market-oriented model that can state and communicating the importance of the product during every phase of the product lifecycle. Using the state-of-the-art approaching methods from various fields like ‘strategic marketing research’, ‘science of marketing’, ‘decision support science’ makes ready the transformation of such type of model into impactful method planning.

2.2 The Research Philosophy

The author’s research philosophy behind the given study is based upon the epistemology that currently the pharmaceutical industry is severely facing the problems while struggling against the rapidly changing global environmental scenario in the context of its traditional marketing strategy. A worldview portrays, what makes the item a brand, what the brand depends on to its clients – patients, doctors, safety net providers, governments and controllers – and what is the best, demonstrated approach to depict the advantages conveyed by the brand to its clients. Without an all-around characterized situating worldview, it is hard for an item to fill its expected need and make do in the strongly requesting commercial centre of today, not to mention prosper against extreme ecological and competitive prospects.

2.2.1 Methods

The methodological approach of the qualitative survey, as well as sessions of interviews with physicians, was conducted by the author for the purpose of data collection.

In parallel, so has the refinement and solid quality by promoting exploration and science strategies that viably give reasonable, information driven investigation and knowledge forming situating procedure. Laid out bottom is a few representations of how components of the new worldview for building up an effective situating system are acknowledged with present day promoting examination and science procedures.

To develop the sustainable model, Dr. Rao has used a standard set of the following questionnaire:

1. Does a new product is more distinctive than other products?
2. Does a new product have the capacity to complete the requirement of an appropriately larger size of patients?
3. What will be the probability of correct use of a drug by its end users i.e. Patients?
4. How much growth can be predicted by introducing and promoting the new product in the market?
5. How will the consumer react to such promotions?
6. Is it possible to design the assessment system to validate and assess the performance of such a model?

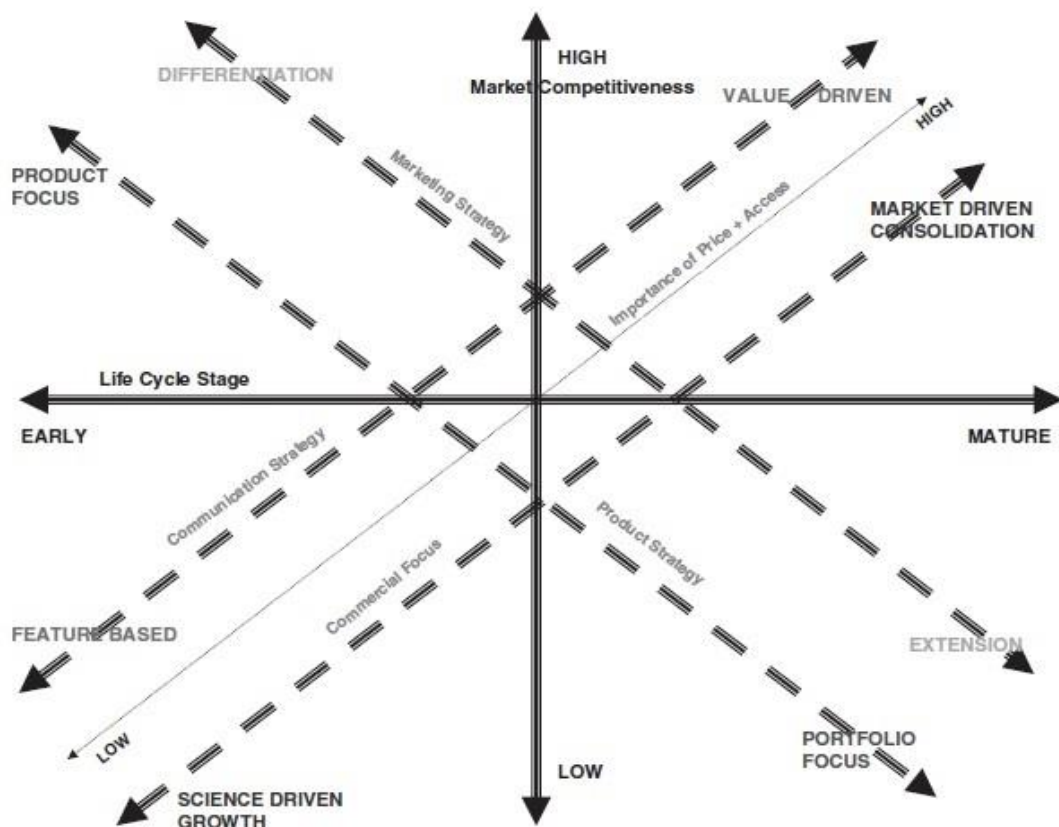


Figure 4: Illustrating design of model (Sanjay K. Rao, 2008).

Differentiation on dimensions that matter

Dr Rao assessed the product similarities by use of ‘perceptual mapping’ method. He analysed the rushed business market for drugs related to hypertension in one amongst 5 biggest potential markets of Europe. In which he conducted a survey of cardiologists as well as primary care medical practitioners supplied the information which was studied for untapped characteristics which could state better the inclination of the goods. The results showed that the doctor gave preferences to the effectiveness and safety of the drug.

The phenomenon was studied by discovering the *de facto* relationship between prescribing the drug and the reasons behind giving preference to it. Where the performance enhancement of the drug has been studied after regular periodic intervals of the time.

Capacity to complete the requirement of an appropriately larger size of patients

The 2D matrix of ‘correspondence analysis’ is helpful to decide the positioning of the introduced product with its competitive products as well as the matrix is also supportive to determine the actual performance and its expected performance. If there is any gap occurs in between those values, the number of resources can be increased to seal the gap. This marketing strategy is suitable to understand the efficacy of the drug to meet the expected performance of it.

Communicating value

The quality of efficacy of the product is not enough for its brand positioning in the market. Along with-it same quality of the communication regarding the product with the clients i.e. Patients, prescribers and payers are also having the same importance.

Hence, here the author has highlighted the outcomes of approaches to generate a group of 3 messages specially designed for every single of participating doctors who were aimed to analyse recent drug which will have competition with dynamic conditions in the market in the compliance with similar patients. The participants had relatively different requirements which were met by their specially designed messages.

Reaction of clients

When the drug or product got introduced in the market under the marketing strategy, the promotional activity of the corresponding product takes place. Then the actual reaction of the clients can be obtained by utilising two approaches in the market;

1] By conducting the survey in the market regarding the performance of the drug through conducting the qualitative interviewing survey of the physicians.

Hence, the interviewing to the physician can be an approach to analyse the performance of the new drug.

2] By analysing and assessing the revenue generating performance of the specific product by obtaining an annual performance report from the corresponding pharma company.

Annual report analysis of the revenue generation of the specific product can also give more reliable information regarding the drug’s quality and performance in the pharmaceutical

market. These reports are resultant of critical analysis of the marketing strategy applied by the pharma company while promoting their product.

Marketing support strategy for generating marketing method planning

The Marketing Decision Support System has been proposed for the support of the generation of the method of marketing planning. When the product performs well in the market it tends to sustain for the longer duration of the time in the throat cutting competition. In such condition, the marketing decision support system is affirming approach for keeping the track record of the performing product. The system utilizes primary as well as secondary data of the product performance in the existing years. Upon which the new supportive strategy of marketing model could be developed by considering new changes occurred in the potentially active market.

2.2.2 Ethics

Ethics are the benchmarks of direct to be comprehended while interfacing with different people inside ask about such that threats and points of interest from concentrates must be scattered fairly and justifiably in the areas.

People must be respected, and people's rights must be anchored. We won't constrain anyone to answer the survey and besides guarantee that all the individual data of the respondents will be private.

The research was carried out with ethics generate the cost-effective model of promotion of the qualified product by the pharmaceutical industry in this rapidly changing market. Where emphasis was given upon the support to the improved quality of the product.

2.2.3 Reliability

The proposed model seems reliable:

1. Physicians to give preferences to prescribe the more efficient as well as a safer drug to the patient by supporting the quality of the product.
2. Patient to give preference to older drug bought with the new innovative approach of marketing as they are now more concerned regarding the performance of the drug by supporting the efficacy of the product.
3. Governments to put the control upon the pricing system of the pharmaceutical products to keep them in the affordable limit by keeping flexible approach in cost deciding of the drugs.

2.2.4 Validity

As the given research is carried out upon the realistic ethics it is said to be considered as the valid research. Hence, the resultant data that are the outcome of the research analysis can be considered as sound and firm which can redirect the marketing strategies of the pharmaceutical companies in a more promising way.

2.2.5 Limitations

There will constantly change in the surrounding conditions that could put a direct impact on the government policies.

The patient's mentality can get changed against the utilization of specific drug if in any negative and unexpected issue arises due to the uptake of the corresponding drug by the patient.

If the prescriber changed their preferences due to the introduction of more efficient product in the market.

2.3 Conclusion

From the review, analysis of the given research article it can be concluded that, the flexible, innovative, more efficient and cost-effective model as a developed marketing strategy for the promotion and marketing of the bio/pharmaceutical product can be designed by putting compliances with most powerful decision making authorities i.e. Patients, product prescribers and rule makers or governments such a paradigm into viable procedure.

The marketing strategy is reliable with proper validations that will be supportive of the marketing and promotion of the qualitative attributes of the product. As the marketing strategy has been designed with a thorough analysis of the market through qualitative surveying by the author, this marketing strategy approach gives insights of the patient-prescriber-government's influencing relationship.

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Total word count: Total word count for the given assignment is 5873 words.

(Task 1- 4039 words and Task 2-1576 words)