

Challenges in Positioning and Penetration of a New Medicine in the Minds of The Physicians: An Opinion Survey of Medical Representatives

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Abstract

This study examines the challenges faced by medical representatives in positioning and penetrating a new medicine in the minds of physicians. A survey of medical representatives was conducted to explore the key challenges, which include competition from established brands, limited time with physicians, lack of physician awareness, and limited access to physicians. These challenges can hinder the successful introduction of new medicines in the market. Therefore, it is essential for pharmaceutical companies to develop effective marketing strategies to overcome these obstacles. The findings of this study can inform the development of such strategies, which can lead to successful positioning and penetration of new medicines in the market

Keywords: New Medicine, Medical Representatives, Physician Awareness, Access, Marketing Strategies.

Introduction

The pharmaceutical sector is one of the most regulated and intricate in the world, with a strong emphasis on innovation, research and development, and regulatory approval. Pharmaceutical businesses' success is primarily contingent on their ability to efficiently introduce and position new drugs in the market. Yet, situating and penetrating a novel treatment in the minds of physicians might be difficult, necessitating smart ways to overcome numerous challenges. Medical representatives are important to the effective positioning and market penetration of new drugs. They serve as liaisons between pharmaceutical corporations and physicians, establishing connections with them, presenting the advantages of new drugs, and resolving any issues or problems they may have. Identifying the target audience, understanding their requirements and

preferences, and establishing efficient marketing tactics to explain the benefits of the new drug are all part of the process of positioning and penetrating a new medicine.

The process of situating and penetrating a novel medicine is fraught with difficulties. Medical advocates frequently encounter a number of challenges when attempting to position and penetrate new drugs in the minds of physicians. The difficulties may be divided into several categories, such as rivalry from existing brands, limited time with physicians, a lack of physician awareness, and restricted access to physicians. One of the most important obstacles that medical representatives encounter when positioning and selling a new medicine is competition from established brands. Existing brands have a substantial advantage over new drugs since physicians are more familiar with them and may have developed contacts with the manufacturers. As a result, medical advocates must devise successful tactics for distinguishing new medications from established brands and persuading physicians of the advantages of switching to the new medicine.

Another key difficulty that medical professionals encounter is a lack of time with physicians. Doctors have demanding schedules and may not have much time to meet with medical reps. As a result, medical professionals must be strategic in their approach and ensure that vital information is provided swiftly and simply. A fundamental barrier to the placement and penetration of novel drugs is a lack of physician understanding. Doctors may be unaware of the new treatment or its advantages, making it difficult to persuade them to prescribe it to their patients. As a result, medical advocates must devise efficient marketing methods to increase physician knowledge and promote the benefits of the new treatment.

Another issue that medical representatives encounter is a lack of access to physicians. Due to their hectic schedules, physicians may be difficult to reach, and medical reps' access to particular physicians may be restricted. As a result, medical representatives must devise successful ways for increasing their access to physicians while also ensuring that they provide the required information to highlight the benefits of the new treatment. The pharmaceutical business has seen substantial changes in the regulatory environment in recent years, with heightened scrutiny on medication price and promotion. As a result, pharmaceutical corporations are marketing their drugs differently, with an emphasis on evidence-based therapy and creating connections with clinicians. Because of the emphasis on evidence-based medicine, there is a greater need for clinical trial data and evidence supporting the safety and efficacy of novel drugs.

Given the significance of effective positioning and market penetration of novel antibiotics, it is critical to understand the hurdles that medical representatives confront in accomplishing this aim. As a result, the purpose of this study is to investigate the difficulties that medical representatives confront while placing and penetrating new drugs in the thoughts of physicians. The study's results may have important significance for pharmaceutical firms in designing effective marketing strategies to overcome these hurdles and successfully position and penetrate new treatments in the market.

Literature Review

The pharmaceutical sector is one of the most strictly regulated in the world, with a strong emphasis on research and development, regulatory approval, and marketing. Pharmaceutical firms invest billions of dollars in research and development to discover new drugs that enhance patient outcomes and meet unmet medical needs. Yet, the success of a new pharmaceutical is greatly dependent on its ability to infiltrate the market and place itself in the minds of physicians. The process of situating and encouraging physicians to accept a novel treatment can be difficult and requires effective techniques to overcome numerous challenges. The pharmaceutical business has seen substantial changes in the regulatory environment in recent years, with heightened scrutiny on medication price and promotion. As a result, pharmaceutical corporations are marketing their drugs differently, with an emphasis on evidence-based therapy and creating connections with clinicians.

Competition from established brands is one of the most difficult problems in placing and penetrating a new treatment in the minds of physicians. Existing brands have a substantial advantage over new drugs since physicians are more familiar with them and may have developed contacts with the manufacturers. As a result, medical advocates must devise successful tactics for distinguishing new medications from established brands and persuading physicians of the advantages of switching to the new medicine. Another key difficulty that medical personnel encounter is a lack of time with physicians. Doctors have demanding schedules and may not have much time to meet with medical reps. As a result, medical professionals must be strategic in their approach and ensure that vital information is provided swiftly and simply.

A fundamental barrier to the placement and penetration of novel drugs is a lack of physician understanding. Doctors may be unaware of the new treatment or its advantages, making it difficult

to persuade them to prescribe it to their patients. As a result, medical advocates must devise efficient marketing methods to increase physician knowledge and promote the benefits of the new treatment. Another issue that medical agents encounter is a lack of access to physicians. Due to their hectic schedules, physicians may be difficult to reach, and medical reps' access to particular physicians may be restricted. As a result, medical representatives must devise successful ways for increasing their access to physicians while also ensuring that they provide the required information to highlight the benefits of the new treatment.

Pharmaceutical firms have devised numerous marketing tactics to sell new drugs to physicians in order to overcome these hurdles. The utilisation of clinical trial data and evidence-based therapy is one of the most effective ways. Clinical trial data offers information confirming the safety and efficacy of new medications, which can boost physicians' confidence in prescribing the treatment to their patients. Developing ties with physicians is another useful method. Pharmaceutical corporations have realised the need of cultivating connections with physicians, who play a vital role in the successful market penetration of new drugs. Developing connections with physicians entails providing them with pertinent information and education about the new treatment, as well as responding to any concerns or questions they may have.

In recent years, the use of digital technology in pharmaceutical marketing has grown in popularity. Pharmaceutical firms now have new ways to reach physicians and advertise new treatments thanks to digital technology. Digital technology may also give physicians important information and education on new drugs, increasing their understanding and confidence in giving the medication to their patients. Regardless of the many marketing methods used by pharmaceutical corporations, placement and penetration of a new treatment in the minds of physicians remains difficult. Much research has been undertaken in this field to acquire a better knowledge of the obstacles faced by medical representatives in placing and penetrating new drugs.

Lee et al. (2016) performed a study to investigate the problems faced by medical representatives in the advertising of new drugs in the Korean market. According to the report, medical representatives encountered a number of obstacles, including a lack of physician awareness of the new treatment, competition from established brands, and restricted time with physicians. To address these hurdles, the research emphasised the need of adopting successful marketing techniques, such as releasing clinical trial data and cultivating connections with physicians. Similarly, Safaeian investigated the problems experienced by medical professionals while

advertising new drugs in Iran. According to the survey, medical representatives faced a number of obstacles, including a lack of physician understanding of the new treatment, restricted access to physicians, and competition from established brands. To address these hurdles, the research emphasised the significance of presenting important information promptly and simply, as well as developing connections with clinicians.

Apart from the difficulties encountered by medical professionals, there are also difficulties linked with the regulatory framework in which pharmaceutical businesses operate. Pharmaceutical firms must adhere to a number of restrictions pertaining to medication development, approval, and marketing. In recent years, the regulatory environment has gotten more strict, with heightened scrutiny on medication price and promotion. The necessity to provide evidence supporting the safety and efficacy of new medications is one of the most critical regulatory issues that pharmaceutical firms confront. This requirement has resulted in a greater emphasis in pharmaceutical marketing on evidence-based treatment and clinical trial results. Yet, collecting data to support the safety and efficacy of novel drugs can be difficult due to the high cost and length of clinical studies.

Another regulatory barrier that pharmaceutical businesses confront is the obligation to adhere to advertising and marketing limitations. In terms of advertising and promotion, the pharmaceutical sector is strictly controlled, with limits on the sorts of claims that may be made about a drug and the types of materials that can be used in advertising. These constraints can make it difficult to properly advertise novel drugs to physicians. To address these regulatory hurdles, pharmaceutical companies have implemented a variety of tactics, including a focus on evidence-based medicine and the development of connections with regulatory bodies. Pharmaceutical firms have also devised techniques to comply with advertising and promotion regulations, such as offering instructional materials and refraining from making unsubstantiated claims about the safety and efficacy of new medications.

To recapitulate, placement and penetration of a new medicine in the minds of physicians can be difficult, necessitating good marketing methods to overcome multiple challenges. Medical reps confront hurdles such as competition from established brands, limited time with physicians, physician awareness, and physician access. To address these issues, pharmaceutical firms have devised a variety of marketing tactics, including the utilisation of clinical trial data, the development of partnerships with physicians, and the application of digital technology. There are,

however, constraints connected with the regulatory framework in which pharmaceutical businesses operate, such as the obligation to provide data supporting the safety and efficacy of new medications and to comply with advertising and marketing regulations. To address these regulatory challenges, pharmaceutical companies have implemented a variety of tactics, including a focus on evidence-based medicine and the development of connections with regulatory bodies.

Objectives of the study:

To find the challenges in positioning and penetration of a new medicine in the minds of the physicians

Research Methodology:

This study is empirical in nature. In this study 230 respondents were contacted to give their viewpoints on challenges in positioning and penetration of a new medicine in the minds of the physicians. The data analysis was done with the help of the frequency distribution and pie charts were used to present the data.

Data Analysis and Interpretation:

Table 1 presents that with the statement **competition from established brands limits the penetration of new medicine**, it is found that 76.1% of the respondents agree with this statement.

Table 1 Competition from established brands limits the penetration of new medicine

Particulars	Agree	Disagree	Can't Say	Total
Respondents	175	35	20	230
% age	76.1	15.2	8.7	100

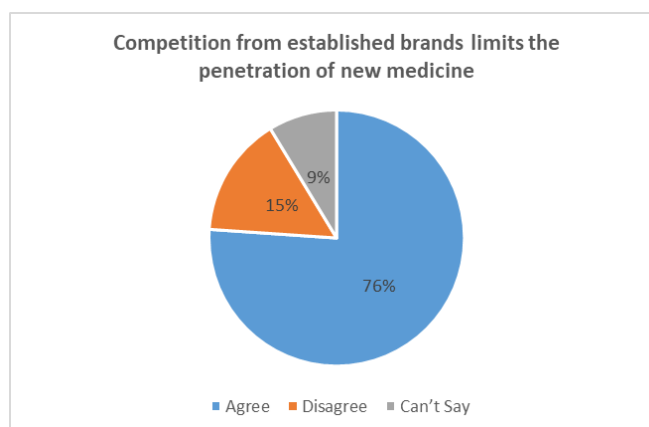


Figure 1 Competition from established brands limits the penetration of new medicine

Table 2 Unawareness among doctors of the new medicines and its advantages

Particulars	Agree	Disagree	Can't Say	Total
Respondents	186	27	17	230
% age	80.9	11.7	7.4	100

Table 2 presents that with the statement **unawareness among doctors of the new medicines and its advantages**, it is found that 80.9% of the respondents agree with this statement.

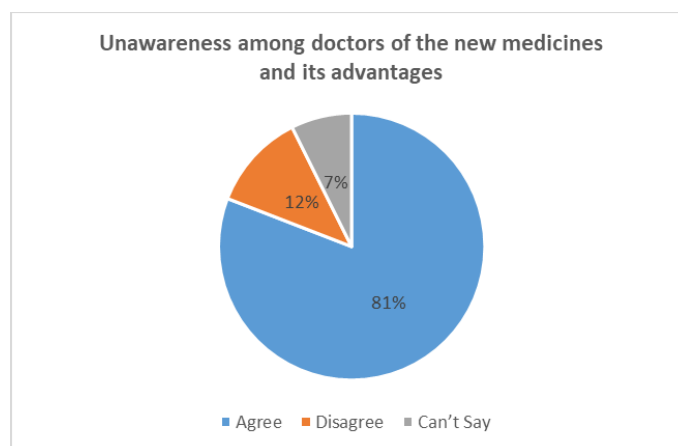


Figure 2 Unawareness among doctors of the new medicines and its advantages

Table 3 Medical agents encounter lack of access to Physicians

Particulars	Agree	Disagree	Can't Say	Total
Respondents	183	37	10	230
% age	79.6	16.1	4.3	100

Table 3 presents that with the statement **medical agents encounter lack of access to Physicians**, it is found that 79.6% of the respondents agree with this statement.

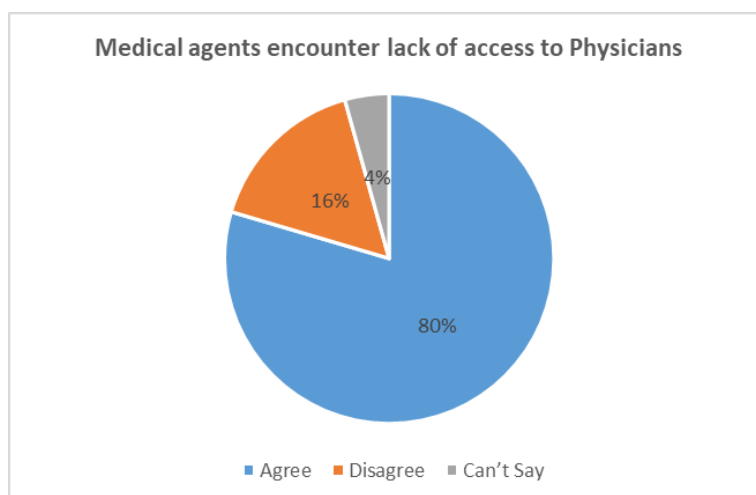


Figure 3 Medical agents encounter lack of access to Physicians

Table 4 Lack of evidence supporting safety and efficacy of new medicine

Particulars	Agree	Disagree	Can't Say	Total
Respondents	198	12	20	230
% age	86.1	5.2	8.7	100

Table 4 presents that with the statement **Lack of evidence supporting safety and efficacy of new medicine**, it is found that 86.1% of the respondents agree with this statement.

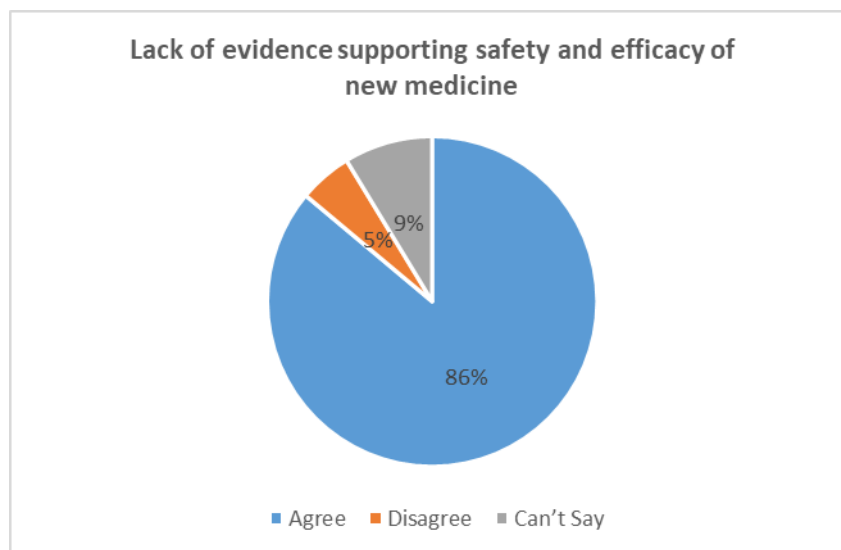


Figure 4 Lack of evidence supporting safety and efficacy of new medicine

Table 5 Obligation to Adhere to Advertising and Marketing Limitations

Particulars	Agree	Disagree	Can't Say	Total
Respondents	191	27	12	230
% age	83.0	11.7	5.2	100

Table 5 presents that with the statement **Obligation to Adhere to Advertising and Marketing Limitations**, it is found that 83.0% of the respondents agree with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed which means that there are challenges in positioning and penetration of a new medicine in the minds of the physicians.

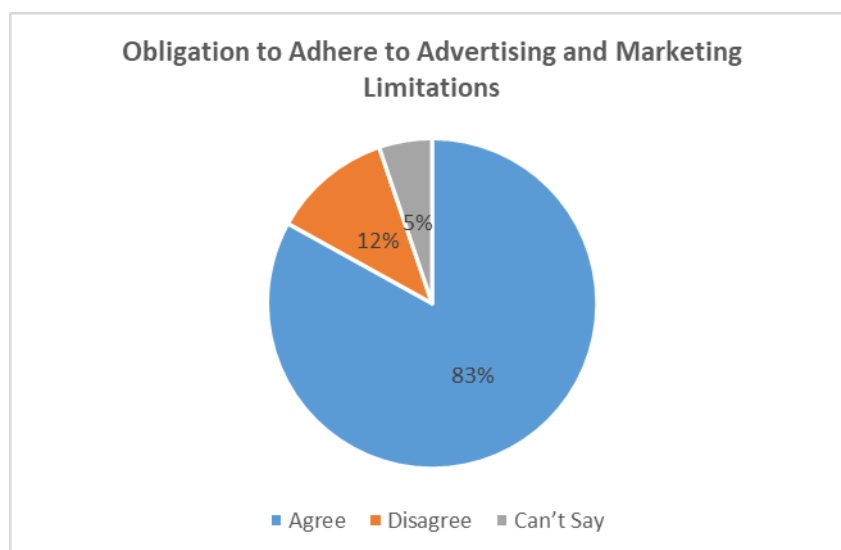


Figure 5 Obligation to Adhere to Advertising and Marketing Limitations

Conclusion

Our opinion survey of medical representatives highlighted the challenges they face when promoting new medicines to physicians, such as competition from established brands, limited access to physicians, and a lack of physician awareness. Effective marketing strategies, such as building relationships with physicians, using clinical trial data, and leveraging digital technologies, can help them overcome these challenges. Additionally, pharmaceutical companies face regulatory challenges related to drug development, approval, and marketing, such as focus on evidence-based medicine, compliance with advertising and promotion restrictions, and building relationships with regulatory authorities. By developing effective marketing strategies and complying with regulations, pharmaceutical companies can improve patient outcomes and drive the success of new medicines.

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