

A ROLE OF MEDICAL REPRESENTATIVE IN PHARMACEUTICAL INDUSTRY

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ABSTRACT--*This research study contents information about the medical representative's role to develop business in pharmaceutical industry. It gives information about roles of medical representative to develop their customer, market, product, and implementation in pharmaceutical industry.*

Key words--*Medical Representatives' role, Pharmaceutical Industry.*

I. INTRODUCTION

With advances in technology and intense competition, the creation of new products has become a way of life in India. However, begin a developing country; India is yet to face a situation of too many products chasing a handful of customers. Moreover, the sheer size of the Indian market and the continuing economic development has opened up new vistas for launching new products. Researchers discuss products development process in detail and also analyses the pharmaceutical product launches in India in the new millennium. In the recent past, new product launches in India have shown that these launches can be broadly classified into four categories are customer development, market development, products development and effective implementation. The objective of the study is to understand the roles and responsibility of medical representatives in pharmaceutical industry and development of medical representatives in pharmaceutical company.

The manager plays vital roles in pharmaceutical industry. Managers have four responsibilities to develop their pharmaceutical business. These four responsibilities are mentioned below:

1. Customer Development
2. Market Development
3. Products Development
4. Effective Implementation

II. CUSTOMER DEVELOPMENT

Medical Representatives should develop their customer. Physicians are prime customer in pharmaceutical industry. The developments of customers are mentioned below.

- a. Identification of need and service
- b. Right product to the right customer.

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- c. Right target audience
- d. Right customer profile
- e. Master list (updated)
- f. Key opinion leader's development
- g. Pre-determined frequency
- h. Ensure 100% coverage
- i. In-Clinic effectiveness

III. MARKET DEVELOPMENT

Market development is one of the major responsibilities of medical representatives to develop their business.

Market development in pharmaceutical industry is given below.

- a. Competition:
- b. Competitor activities and strategies
- c. Local competition for each Market
- d. Segmenting customers in terms of their disposition to competitors
- e. Coverage of Various Institution
- f. Coverage of different Market e.g. Big towns, Micro interiors and out station
- g. Developing Master coverage plan
- h. Identifying and tapping newer markets and opportunities
- i. Developing customer and market knowledge of self.

IV. PRODUCT DEVELOPMENT

Marketing professionals should develop their new products. The medical representative responsibility for product development is given below.

- a. Medical Representatives has to improve their detailing skills to have good communication with physicians, chemist and stockiest.
- b. Participating product training program and marketing skills development program.
- c. Identifying and developing core customers for each product.
- d. Improving product knowledge of self.
- e. Screening of Prescribed brands vs. Established brands.
- f. Developing a supplementary list who can later become drivers.
- g. Achievement for product-wise target.

V. EFFECTIVE IMPLEMENTATION

Effective implementation is very important roles of medical representatives to develop their business in pharmaceutical industry. Medical Representatives' effective Implementations are given below.

- a. Action plan from day one.
- b. Campaign program will be done as per company norms.
- c. Activities to be conducted on day one & monitored by weekly once.
- d. Medical Representatives should plan to work in assigned area given by the company.
- e. Medical Representatives should plan their work according to customer frequency visit & ensure the customer coverage.
- f. Medical Representatives should work joint field work with their superior & plan for review meeting on monthly once.

VI. MEDICAL REPRESENTATIVES PLAYS A VITAL ROLE IN PHARMACEUTICAL INDUSTRY

Medical Representatives should plan to achieve their target. Executives' business plans are given below.

- a. Medical Representative has to convert two physicians on every day.
- b. Medical Representative has to take minimum one Personal Order Booking (P.O.B) every day.
- c. Medical Representative has to analysis primary and secondary sales growth on weekly basis.
- d. Medical Representative has to meet 8 to 10 physicians every day without fail.
- e. Medical Representative has to analysis frequency of visit to physicians.
- f. Medical Representative has to achieve product wise target as well as overall product also.
- g. Medical Representative should concentrate new product development.
- h. Medical Representative has to meet 6 chemists and one stockiest on every day.

VII. CONCLUSION

Based on the finding of this study, it safe to conclude that medical representatives like bottom level representatives are responsibility to develop new products in pharmaceutical industry is very important. This study helps to how to develop their business is pharmaceutical industry. This study is Medical Representative role is vital to develop pharmaceutical marketing. It gives clear explanation about Market Development, Customer Development, Product Development and Effective Implementation in pharmaceutical industry.

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