

PHARMACEUTICAL MARKETING: ROLE AND IMPORTANCE OF PHYSICIANS

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ABSTRACT

The most challenging questions of determining the optimum marketing mix of pharmaceutical products; product innovation, efficacy, branding, and qualities such as safety and tolerability appear to be the key success factors. Criteria such as product innovativeness and entry order have a modest impact on success. However, the winners in the prescription drug market are not the ones with the best patent protection for their products but those that are the best marketers. However, it is seen that physicians are the most important opinion leaders in the drug market. Therefore, the direct promotional efforts to physicians should be enhanced by more specific segmentation, targeting, and positioning contingent on the intrinsic brand preferences demonstrated by certain health care professionals.

KEYWORD: Product innovation, Efficacy, Branding, and Qualities.
