

Pharmaceutical Management and Marketing

is designed to serve as a textbook on management of pharmaceutical organizations and marketing of pharmaceutical products for undergraduate and postgraduate students pursuing courses in management and marketing management. It will also be beneficial for decision-makers in pharmaceutical companies, pharmaceutical marketers, medical representatives and researchers.

The book provides a theoretical background of pharmaceutical management with practical examples, overview of Indian pharmaceutical industry, global pharmaceutical industry, and the Canadian pharmaceutical industry. It covers basic marketing concepts, marketing planning process, and prescribing behaviour. It also covers in detail each of the marketing-mix elements of pharmaceutical marketing.

Ajoy S. Joseph MBA, PhD, Diploma in Supply Chain and Logistics Management (Canada), FDP-IIM(S) is currently Professor of Marketing and HRD, and Head, Postgraduate Department of Management Studies, Srinivas Institute of Technology, Mangalore, Karnataka. He completed his PhD from Mangalore University; Diploma in Supply Chain and Logistics Management from Trios College, Canada, and FDP from IIM-Shillong.

Dr Joseph has been actively involved in undergraduate and postgraduate teaching for over 14 years in KVG College of Engineering, Sullia; St Aloysius College, Mangalore; and PA College of Engineering, Mangalore. He has attended many EDP and training programs. He is a recognized PhD guide for Visvesvaraya Technological University and Srinivas University and is guiding research students as well publishing research papers in journals of national and international repute.

Before joining academics, Dr Joseph has worked in various organizations across industries at middle level managerial positions, beginning his career as assistant manager (advertisement) in Rashtra Deepika Ltd, a leading newspaper company; management trainee/executive (marketing) with Cipla Limited (Protec); sales and marketing executive with Telesystem India Ltd, a multinational paging service provider; marketing manager in Maharashtra Apex Corpn Ltd (NBFC) as resident manager with ICICI Bank; and assistant property manager in Metcap Living Inc, Canada.



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4819/XI, Prahlad Street, 24 Ansari Road, Daryaganj, New Delhi 110 002, India
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As per the latest syllabus prescribed by Pharmacy Council of India



Ajoy S. Joseph



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Ajoy S. Joseph

MBA, PhD, Dip. Supply Chain and
Logistics Management (Canada), FDP—IIM(S)

Professor and Head
Postgraduate Department of
Management Studies
Srinivas Institute of Technology
Mangalore, Karnataka



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4819/XI Prahlad Street, 24 Ansari Road, Daryaganj, New Delhi 110 002, India

Ph: 011-23289259, 23266861, 23266867 Website: www.cbspd.com

Fax: 011-23243014

e-mail: delhi@cbspd.com; cbspubs@airtelmail.in

Corporate Office: 204 FIE, Industrial Area, Patparganj, Delhi 110 092

Ph: 011-4934 4934

Fax: 011-4934 4935

e-mail: publishing@cbspd.com;

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Branches

- **Bengaluru:** Seema House 2975, 17th Cross, K.R. Road, Banasankari 2nd Stage, Bengaluru 560 070, Karnataka
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Preface

Pharmaceutical Management and Marketing is designed to serve as a textbook on managing pharmaceutical organizations, and marketing of pharmaceutical products for undergraduate and postgraduate students, pursuing courses in management and marketing management. This book will also be beneficial for decision makers in pharmaceutical companies, pharmaceutical marketers, medical representatives and researchers.

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Ajoy S. Joseph



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Ajoy S. Joseph



Contents

<i>Preface</i>	v
1. Pharmaceutical Management—Principles and Practice	1
Management	1
Pharmaceutical Management	1
The Nature of Business	2
Human Needs	2
The Concept of Value	2
The Role of Business	3
Business and Economic Development	3
Characteristics of Business	4
Uncertainty and Risks	4
Minimizing Uncertainties and Risks	4
Need for Ownership and Entrepreneurial Characteristics	5
What is Management?	6
What is an Organization?	7
Importance of Management	7
Optimum use of Resources	7
Effective Leadership and Motivation	7
Establishes Sound Industrial Relations	8
Achievement of Goals	8
Functions of Management	8
Planning	9
Organising	9
Staffing	10
Directing	10
Controlling	11
Management as a Profession	12
Who are Managers?	13
Is Manager a Professional?	13

Managerial Roles	14
Interpersonal Roles	14
Informational Roles	15
Decisional Roles	16
Skills of an Effective Manager	16
Level of Management	16
Top Management	16
Middle Management	18
Lower Management	18
Planning in Pharmaceutical Companies	19
Long-range Planning Vs. Short-range Planning	19
Planning Process/Steps	19
Corporate Planning Process	20
Strategic Planning	20
Characteristics of Strategic and Operational Plans	21
Comparison between Strategic Planning and Operational Planning	21
Steps of Sales and Operations Planning	22
Organising in Pharmaceutical Companies	25
Approaches to Organizational Design	25
Simplified Functional Structure	25
Departmentation by Product	26
Departmentation by Territory	26
Departmentation by Customer	26
Project form of Organization	27
Matrix Structure	27
Major Departments in Pharmaceutical Companies	29
Research and Development	30
Clinical Trials	30
Drug Discovery	30
New Drug Approval	31
Post-Approval Research and Monitoring	31
Pharmaceutical Manufacturing	31
Pharmaceutical Distribution	32
Product Education and Compliance	32
Patient Assistance Programs (PAPS)	32
Staffing in Pharmaceutical Companies	32
Staffing Procedure	33
Sources of Recruitment	33

Pharmaceutical Job Titles	35
Typical Incentive Compensation Plans in Pharma Companies	36
Directing in Pharmaceutical Companies	38
Controlling in Pharmaceutical Companies	38
Control Process	39
Types of Control	39
Feedback Control (Historical or Post-control)	39
Concurrent Control	39
Predictive or feedforward Control	40
Role of Quality Control Dept. in Pharma Companies	40

2. Marketing and Marketing Management **43**

Marketing	43
Marketing-oriented Companies	43
The Marketing Mix	44
Difference between Products and Benefits	45
Marketing Plan	45
Marketing and Corporate Strategy	45
Corporate Objectives	46
Corporate Mission	46
Corporate Vision	46
Marketing Plan	47
How to Prepare a Marketing Plan	47
Use of Marketing Plans	51
Marketing Audit	51
Auditing Materials	52
Analysis of Audit material	52
Marketing Objectives	52
Marketing Strategies	53
Product Strategies	53
Pricing Strategies	53
Promotional Strategies	53
Place Strategies	54
Marketing Plans and Programmes	54
Marketing Plan Structure	54
Marketing Budgets	55
Measurement of Progress	56
Performance Analysis	56
Business Environment and Marketing	58
The Technological Environment	59
The Economic Environment	60
The Political and Legal Environment	61
Environmental Analysis	62

Competition	62
Marketing Research and Marketing Intelligence System	63
Market Demand	63

3. Pharmaceutical Marketing

66

Pharmaceutical Market and Marketing Research	67
Marketing Research	68
Market Research	68
Role of Marketing Research	68
Characteristics of Marketing Research	70
Pharmaceutical Marketing Research (Audit) Activities	74
Retail Pharmacy Purchase Audit	74
Warehouse Withdrawal Audit	74
Retail Pharmacy Prescription Audits	74
Retail Sales Audit	75
Data Processing, Data Analysis and Interpretation	75
Pharmaceutical Market Research Activities	77
Database Creation	77
Text Mining	78
Web Mining	79
Numerical Data Mining	79
Pharmaceutical Research	80
India's Higher Education System	81
The Science and Technology Edge	81
The English Advantage	82
Government Policies That Aid Outsourcing of Research and Analysis	82
Knowledge Parks: Global Facilities in R&D Infotech and Biotech	82
India—the Trust Factor	83
Data Privacy and Information Security Initiatives	83
Employee Scrutiny	83
Sustaining the Momentum	84
Quality Initiatives	84
Quality Standards	84
Drug Discovery and Drug Development	85
Drug Discovery	85
Drug Development	85
Clinical Trials	85
Manufacturing Stages of a Medicine	87
Innovator Drug	87
Generic Drug	89
The Customers	89

Consumer Behaviour/Prescribing Habits	97
Functions of the Prescription	97
Manifest Functions	97
Latent Functions	97
Role of Patient	96
Cost for Patient	98
Pharmaceutical Product	99
Levels of Product	99
Pharmaceutical Products	100
Prescription Drugs	100
Non-prescription Drugs	102
Pharmaceutical Product Decisions	103
Individual Product Decisions	103
Product Line Decisions	103
Product Mix Decisions	103
Individual Product Decisions Involved	104
Product Attributes	104
Branding	104
Packaging	104
Labeling	104
Making a Brand	106
Generic Vs Brand Names for Medicines	108
Generic Name	108
Brand Name	108
Combination Products	108
Generic Prescribing	109
Some Leading Pharmaceutical Brands	109
Packaging	109
Functions of Packaging (Packaging As a Marketing Tool)	109
Labelling	110
Product Life Cycle	111
Introduction Stage	112
Growth Stage	112
Maturity Stage	113
Saturation Stage	113
Decline	113
Product Life Cycle Management	114
Product Management (Product Director/Product Manager)	114
The Pharmaceutical Place	117
Distribution Channels	117
Manufacturer	117
Wholesaler	118

The Pharmacist	
Consumer	
Institutional Market	122
Supply Chain Management and Logistics	122
Logistics Management Decision Areas	123
Transportation	123
Warehousing	123
Inventory	123
Pharmaceutical Pricing	126
Objectives of Pricing	126
Pricing Strategies	127
National Pharmaceutical Pricing Authority	128
Integrated Marketing Communication/Pharmaceutical Promotion	129
Objectives of Advertising	130
Tools used for Advertisements	131
Sales Promotion	131
Sales Promotion Objectives	131
Types of Sales Promotions	132
Popular Consumer Sales Promotion Tools	132
Trade Promotion Tools	132
Business and Sales Force Promotion Tools	132
Events and Experiences	133
Public Relations and Publicity	133
Types of Public Relations	133
Functions of Public Relations	134
Direct Marketing	134
Types of Direct Marketing Programmes	134
The Communication Process Model	135
Micro Model of Consumer Responses or Response	
Hierarchy Models	136
Developing Effective Marketing Communication	138
Role of Advertising in Pharmaceutical Marketing	
Communication Mix	140
Role of Personal Selling in Pharmaceutical Marketing	
Communicating Mix	140
Salesperson and Five Types of Knowledge	141
Personality Traits Required by a Good Medical	
Representative	141
Role of a Medical Representative	141

Major Steps Involved in Sales Process	141
Tasks Performed by Medical Representatives	142
Marketing Models	142
Personal Selling: Tasks, Importance, and Models	142
The Role of the Sales Force	142
Modeling Sales Force Problems	145
Sales Force Sizing	145
Allocation of Selling Effort	148
Time Allocation: Salesperson Call Planning (Call Plan)	148
Allocation of Selling Resources Across Products (Detailer)	149
Sales Territory Design	150
Setting Commissions and Quotas: Indirect Control of the Sales Force	151
Sales People Incentive Plans in Pharmaceutical Companies	152
Role of Sales Promotion in Integrated Pharmaceutical Marketing Communication	156
Promotional Tools and Physicians	157
Advertising Budget	158
Pharmacies and Drug Stores Industry in Canada—A Case Study	159

4. Indian Pharmaceutical Industry: An Overview 178

Top 50 Pharma Companies in India	179
Important Sectors in Indian Pharmaceutical Sector	181
Active Pharmaceutical Ingredients	181
Finished Dosage or Formulation	182
Biosimilars	182
Contract Research and Manufacturing Services	182
Indian Pharma Exports	182
Export Data Categorywise Last 3 Years	183
India's Pharma Regionwise Exports Last 3 years	184
Evolution of the Industry	185
Pharmaceutical Legal and Regulatory Environment in India	190
Demand Drivers of Indian Pharma Sector	204
Accessibility	204
Acceptability	204
Affordability	205
Epidemiological Factors	205
Growing Health Insurance	205
Favourable Policy Measures Support Growth	206
National Pharma Policy to Bring Greater Transparency	207
Government Expenditure in the Pharma Sector on an Uptrend	207
Investments, Joint Ventures, Infusing Superior Capabilities in Indian Firms	208
Opportunities Abound in Clinical Trials and High-end Drugs	208

Global Pharmaceutical Industry	209
Research and Development	213
Biotech and Pharmaceutical Companies	213
Top Pharmaceutical Companies—Rx Sales and R&D Spending 2018	214
Pharmaceutical R&D Spending	215
New Pharmaceutical Products	215
Global Rx Drug Market Share by Top Companies 2018 and 2024	215
Prescription and Over-the-Counter Drug	215
Pfizer as Global Leader	215
15 Countries that Exported the Highest Dollar Value Worth of Drugs and Medicines During 2019	216
Global use of Medicine in 2019 and Outlook for 2023	217
Some Terminologies	218
Latin Abbreviations of Some Terminologies	222
Various Pharmaceutical Associations	223