

# Impact of Direct Marketing on Pharmaceutical Companies

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## Abstract:

The regulators of FDA government control all the pharmaceutical industry, the full form of FDA is Food and Drug Administration. The pharmaceutical industries' broadcast announcements directed to customer's productions raises in direct to customer announcement (DTCA) expenditures. Exponent of DTCA application that bedding patient freedom in between the patient physician and has guided some customers to seek a physician's care due to situations. The confirmation for DTCA's raises in sales process in pharmaceutical as important as the lack of proves concerning contact on the pupil's health. The pharmaceutical industries are performed major role in the process of exploration and improvement of recent pharmaceutical commodity.

**Keywords:** Digital and healthcare pharmacy, direct marketing, pharmaceutical marketing management, and globalization.

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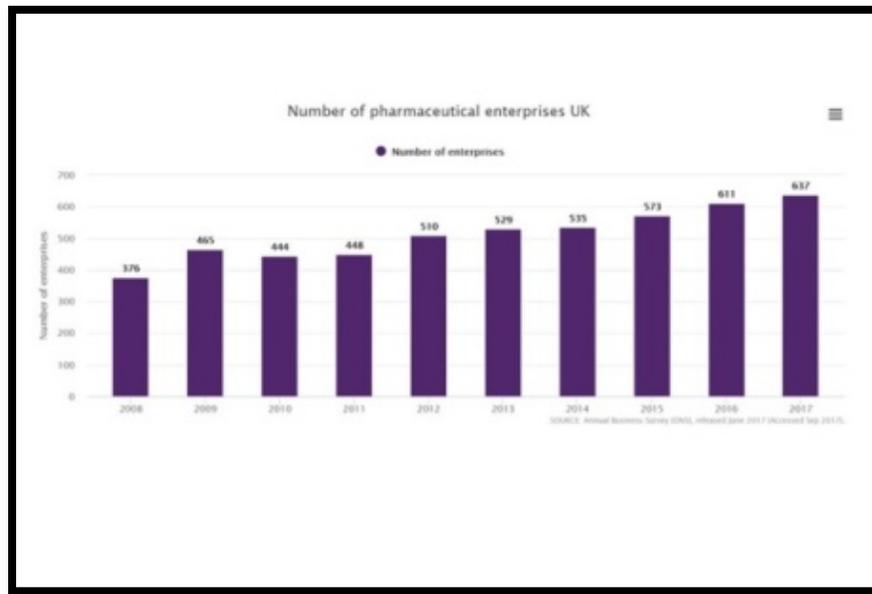
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## 1. Introduction

The pharmaceutical industries have more money to research and process of drug or medicines due to patients. Patients and healthcare contributes are vulnerable on those industries for diagnosis of diseases [1]. This research study discovered a major marketing outlay for the company. The pharmaceutical companies are mandatory reports and medical information of patients for analysis and diagnosis of the diseases and introduced new medicines.



**Figure1: Graphical Information of Pharmaceutical Companies**

These industries faced some troubles during the drugs for sales that distribute different doctors and dealers. The pharmaceutical industry followed blockchain dependents process to distribute the medicines through the supply chain. Basic changes in the business circumstances are hardly reach after the use of marketing strategy [2]. This research study mainly focused on the four pharmaceutical marketing approaches such as medicines, place, cost, and promotion that provide the physicians.

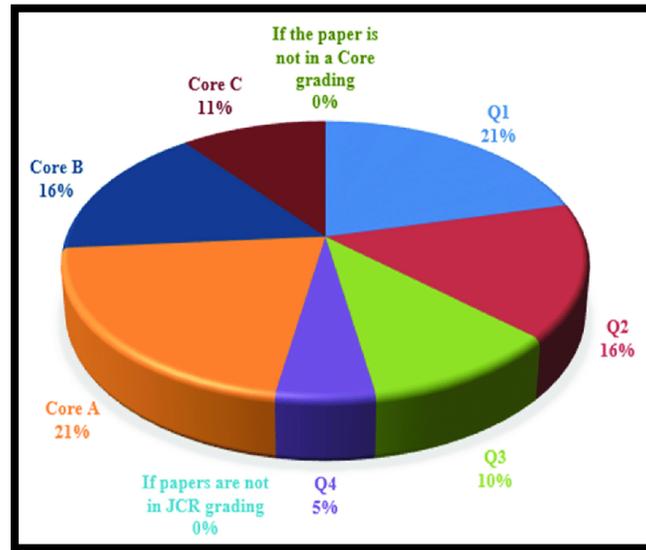
## II. OBJECTIVES

- To analysis the concept of e-pharmacy
- To operate the pharmaceutical marketing process
- To understand the impact of direct marketing on pharmacy
- To control the pharmaceutical goods production quality
- To improve drug research in all divisions
- To maintain realistic, particular, time bound aims

## III. METHODOLOGY

The pharmaceutical company is a global business programme that is dominated little management. The pharmaceutical research paper was assisted from May to November in 2021 that proceeding physicians in UK [3]. This study applies already accepted questionnaires improved with the help of physicians. The advanced sampling process was operating to trainee the research participants who contribute an active market for drugs. In UK the main two pharmaceutical companies have

generally use for pharmacy, questioned related of health policies in UK. UK's pharmaceutical company and critical circumstances have provided the strong data for growing this company [4]. These industries placed a fifth rank in the world according to base on sales. The company presents 7% sales of the world, after the Germany, Japan, Us and France.



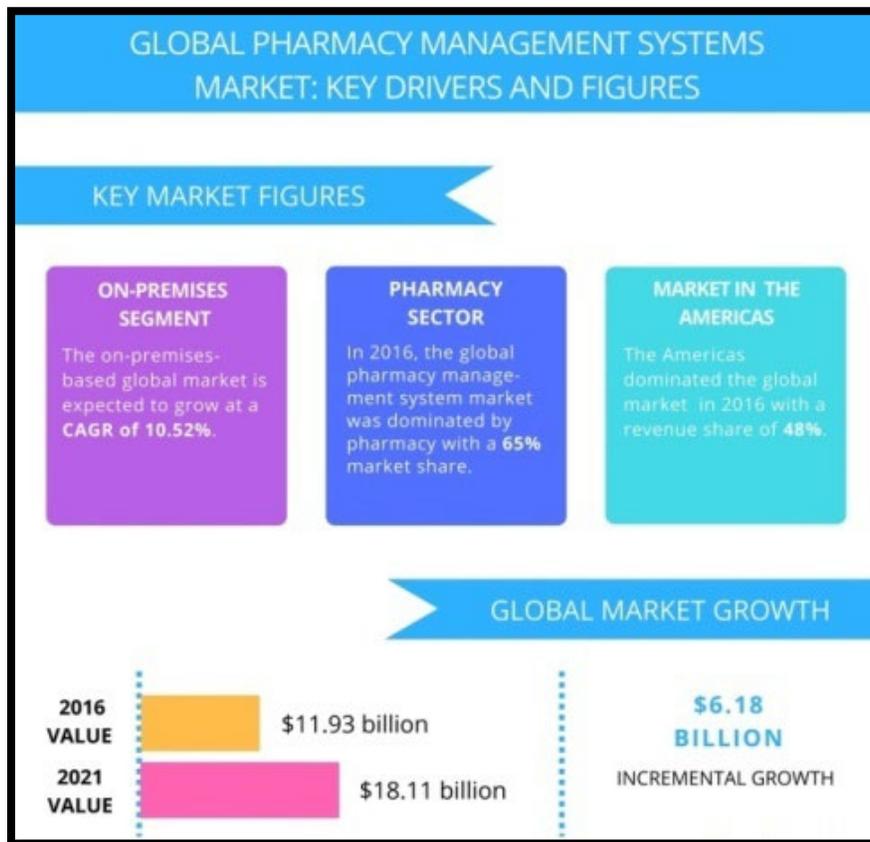
**Figure2: Statistical Diagram of Pharmacy**

The third largest pharmaceutical dealer present in UK, 10% cost of world pharmaceutical R & D consumption [5]. The full form of R & D is Research and Development facilities in UK that provide 65% of health graded of R& D, and charge for 40% of all the companies R & D consumption.



**Figure3: Strategy of Pharmaceutical Management**

The improvement of good quality medicines have provided to the patient of welfare, during the last 50 years in individuals. As an example, combine the improvement of vaccines for infectious diseases and also improve the treatment of more critical diseases [6]. The adversary effect of H<sub>2</sub> is peptic ulcer that treatment is improve due to critical patient and the analysis of AZT for the authority of HIV and AIDS virus. The active diagnosis of heart related disease with blood clotting medicines and drugs that helped to diminish the graded of 40% in the last few years. All the pharmaceutical companies create branded medicines which section has traditionally made universal medicines. These marketing processes are provides medicine through the supply chain and mainly focused on B2B [7]. A medicine grow strategy distributed developed current goods and contribute those goods to the current market.



**Figure 4: Globalization of Pharmaceutical Companies**

In pharmaceutical marketing strategy SEO create a major role, that full form is search marketing strategy attention to raises clarity on this process. Second marketing process id direct marketing, this method create direct contact between the dealer and consumers [8]. This case followed in the

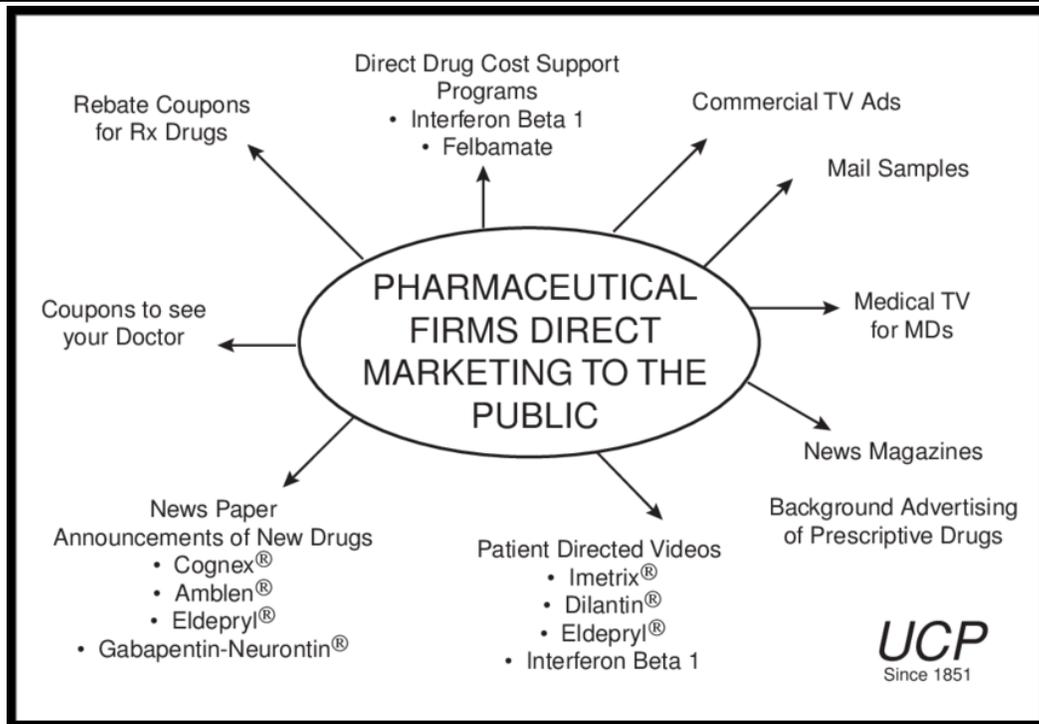
B2B pharmaceutical market policy where required guideline for include salespeople. A revenue strategy is followed on goods quality and compositions of the medicines. This administration source is wanted at least R & D process to another pharmaceutical administrations conforming to research of AMR [9]. Affiliate marketing is a type work based on marketing strategy in which a business achievement due to every visitor or consumer brought through the marketing efforts. Email marketing is include digital marketing process, that is represented all the data of drugs and medicines. Each and every marketing procedure is including factor target [10]. Targeting facilities of the administrations is focused on the goals and improved the marketing procedure due to large spread this company.

#### **IV. DIFFERENT DIMENSION OF E- PHARMACY**

Virtualization of every resources of human society has become significant in the modern time. Over the last few decades availing internet services has become integral part of the life. Especially, after the COVID-19 pandemic human race have become heavily dependent on the internet [5]. The E- pharmacy is an emerging notion that indicates the changing pattern of pharmaceutical services. This phenomenon signifies trading the medicines according to requirements to the consumer within stipulated time. Therefore, the processes of drug purchasing have become more convenient and effortless. Moreover, E-Pharmacy model distributed and strategically organized each and every essential medical product as per the different medical segment. Various advantages and disadvantages of E- pharmacy have been identified [3]. One of the importance's of E- Pharmacy application is it take very less time to order. Besides that, one can take benefits of this application to save money. Moreover, this application maintains privacy and confidentiality of every penitent.

#### **V. DIRECT MARKETING IMPACTS ON PHARMA SECTORS**

Direct marketing signifies the notion of interaction with the consumers directly and advertising according to the target audience. Direct marketing encompasses wide range of stages such as marketing through email, campaigning and telephone advertising. In addition, direct marketing has significantly impacted the pharma industries. Several governmental companies have initiated various "Food and Drug Administration" (FDA) regulations.



**Figure 5: Direct marketing stages of pharmaceutical firms**

The pharmacy industry is regarded as the backbone of any nation as it has a significant impact on the welfare of the people [19]. Figure 1 depicts the various stages of pharmaceutical direct marketing. Moreover, direct marketing stages including various stages such as newspaper announcements of new drugs, patient directed videos, medical TV of MD. Mail samples and circulates direct drug cost support. Healthcare services can be categorized into four following sub-sections as Pharmaceuticals and connected sections, Health care amenities and facilities, Medical insurance and assistance, Medical gadgets, instruments, and hospital supplies constructors [2]. Technological advancement along with direct marketing areshaping the dimensions of the healthcare industry over the last few decades. Health technology assessment (HTA) have developed for evaluating patient data systematically, block chain system is one of them [14]. This study has examined the importance and principles of the direct marketing in the pharmacyindustry.

## **VI. PHARMACEUTICAL MARKETING MANAGEMENT PROGRAMMERS**

Marketing management circulates competitive edge, new markets penetrations and meeting the aim of the business objectives. It has been identified pharmaceutical marketing management is frequently changing sector [14]. The most crucial factor of this sector is motivations of the consumers. As this is considered as a setting parameter of the marketing strategy pharmaceutical industry

Phase	Description
Phase 1 (1970)	Market share dominance by foreign companies
Phase 2 (1980)	Local companies begin to make an impact in USA
Phase 3 (1990)	Production infrastructure creation
Phase 4 (2000)	Rapid expansion of domestic market
Phase 5 (2010)	Introduced New IP law

**Table 1: programmers of pharmaceutical marketing management**

It can be concluded that various marketing program helps to mitigate the risks of the patient even in critical health issues and provide impersonal clinical trials [20]. It can be evaluated from table 2, over the past few decades various program has been initiated for the development of the management system of pharmaceutical marketing. Moreover, it has been seen medical executives are suggested to use various tools such as the TAM model to escalate the productivity of the healthcare employees along with a blockchain-based record system [3]. Furthermore, this system is created to secure the data of every individual and provide a structured medical record of the patients.

### VII. IMPACT OF GLOBALIZATION ON THE PHARMACEUTICAL SECTORS

Globalization has impacted different industries along with significant changing pattern of their marketing pattern [15]. It has been shown on the previous studies that globalization indicate various changes in pharmaceutical business management including reducing the rate of domestic production and exportation. Although various challenges has been faced during the pandemic period.

Attributes	Impact
Change in marketing pattern	Good quality compositions of medicine
Domestic production	Make prices reasonable

**Table 2: Impact of globalization of Pharmaceutical Sectors**

A theoretical framework, Means-End Chainsmethod (MECs) has been done which convey the information about three prime states of USA have highlighted the key factor that influences the requirement changing pattern of the consumers [17]. Thus, globalization has ease various market restrictions and circulates various marketing opportunities to the global pharmaceutical companies.

**X. PROBLEM STATEMENT**

U. S. National pharmaceutical Marketing Institute (NPMI) reports that 70 % of the customer are involved with e-medical services among them 30% customer are heavily involved with E-pharmacy [18]. Previous research shows, consumer assumption is heavily influenced by their educational qualification, medical needs and the residing areas. Therefore, well-educated individuals are frequent buyers of e-medical resources [2]. Many researchers find that educated individuals are not only changing their consuming pattern but also encouraging other individuals to purchase medical resources from the E- pharmacy websites.

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