TO STUDY THE BRAND BUILDING

SUBMITTED BY
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Acknowledgement

Gratitude is a powerful trait. No one who achieves success does so without acknowledging the help of others. The wise and confident, acknowledge this help, with gratitude. I take this opportunity to express my gratefulness to Brand Innerworld for offering me a unique platform to gain exposure in the pharmaceutical field.

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Executive Summary

One of the biggest expenses incurred by pharma companies worldwide is in the event of a new product launch. The right product launch strategy can help ensure that the drug launched is recognized and accepted by physicians, KOL, and patients alike. Although pharma companies invest considerable time and money into drug development and clinical trials, if a new product launch plan does not give the desired results, the burden becomes too heavy on pharmaceutical companies. While the level of clinical differentiation plays a vital role in guaranteeing a drug's success, there are many examples of successful drugs that were not considered a major clinical breakthrough during the product launch. The product launch strategy plays a major role in helping pharma companies achieve this.

A new product launch strategy in the pharma industry today requires greater coordination across the entire organization, including market access, patient services, medical affairs, regulatory, marketing, and sales. Request a free proposal to know how our solutions can help you ensure a successful and smooth new product launch.

Brand Building

- A brand is something that is bought by a customer.

- "Is a function of awareness, which relates to consumers' ability to recognize or recall the brand, and image, which consists of consumers' perceptions and of associations for the brand".

- Due to rising cost of research and development, branding is important in the pharma industry and pharmaceutical companies have to build their brands.

- Brand loyalty can be defined as the extent of the faithfulness to a particular brand, and is a major indicator of a long-term financial performance of companies.

- The general meaning of brand identity is "who you really are?"

- The general meaning of brand image is "How market perceives you?"

- Since it is generally believed that companies will not spend money on bad products, consumers take their recognition as a "signal" that the brand is good.

- Main function of brand element is to inherently enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations or elicit positive brand judgment or feelings.

- Customer research is conducted to test the memorability and meaningfulness of the name.

- When consumers see a brand and remember that they have seen it before (perhaps even several times), they realize that the company is spending money to support the brand.

- When brand image or brand identity is expressed in terms of human traits, it is called brand personality.

New Product Launch Strategies for Pharma Companies

New product launches in the pharma industry are facing unprecedented intensity in terms of competition. The average window of time in which a drug remains in the market before competitor products arrive has dropped down from approximately eight years to less than five years. This onslaught of new drugs makes it extremely challenging for pharma companies to use phase III clinical trial data alone to differentiate their drug to physicians, health insurers, and regulators. Success can be ensured only if they are adept in communicating both the clinical and non-clinical benefits of a new product to physicians and decision-makers.

Pharma companies that repeatedly outperform expectations for a new product launch develop new sources of differentiation, focus on building superior customer experiences, and treat drug launches as a micro-battle. Get in touch with our experts to know how our solutions can help you get there.

Focus on timing

Timing is critical to the success of any new product launch. Pharma companies need to plan and be prepared months ahead of the actual new product launch date. As the launch date gets closer, companies can initiate discussions on social media platforms and forums on the disease that is being targeted. Even after the new product launch, provide actionable content using social media. When preparing a product launch, you need to think months ahead of the big date. As stated by Docplexus, the month before and after the launch can define the fate of the product in the following years.

At the launch date gets closer, initiate discussion on the disease that needs to be targeted. Use all available channels, such as your website, LinkedIn, email newsletters, paid advertising, blog content, HCP portals and all other channels you have at your disposal. Once the product is launched, provide actionable content using those exact same channels. Provide scientifically accurate information on how your new product aids in combating the targeted disease and improving patient outcomes. The first few weeks after the launch is when physicians will be most interested in guidelines, product information and communication with the sales rep team. Do your homework and present new scientific data that shows specific benefits to the patients.

If you've introduced HCPs with the basic information regarding your new products and its effectiveness ahead of time, they will be more likely to meet your sales reps when time comes for it.

Build customer advocacy

Physicians generally tend to consider a much wider set of clinical data before prescribing a drug. This includes clinical protocols, drug pricing, and the type of patient to whom the drug should be prescribed, and the treatment regimen involved. According to pharma industry experts at Infiniti, brand preference of most physicians are attributed to factors such as how well pharma companies support physicians by providing answers to medical questions, identifying patients, and connecting physicians with peers. When launching a new product, most pharma companies focus on exactly that – the product, and nothing else. However, the primary target of your launch campaign should be those who facilitate its use – the physicians.

Problems arise when there's a discrepancy in what physicians think about a disease or a therapeutic area on the one hand, and what pharma companies think that physicians think. I order to know the exact sentiments of HCPs, you can simply ask them, preferably months before your launch. Use your sales reps visits and other forms of communication to inquire about physicians' attitudes and thoughts. In this way, you will know exactly what kind of approach to use once the launch time comes.

Engage with KOLs

While it's necessary to have a plan for HCPs, you cannot neglect KOLs as a pivotal force in the launch of a new product. Besides the standard content formats for physicians, it's useful to create webinars for KOLs. As webinars are more interactive in nature, it will enable you to get a clear view of KOLs' opinions about different diseases and therapeutic areas, and subsequently, your upcoming product.

Measure/Optimize
Measure how marketing is performing against KPIs and benchmarks. Then, optimize to improve results and performance.

Goals
Articulate what you want to achieve, how and when. How much of a commitment will it take – time, money, people?

Tactical Plan
Develop a tactical implementation plan to guide who does what, when and how, as well as tools, processes & best practices.

Target Audiences
Focus on who matters. Create buyer personas to get knowledge of customers: their needs, problems and buying behaviour.

Channels
Discover and focus on the most effective channels to engage, educate, entertain and nurture customers.

Competitive Landscape
Do a situational analysis to assess how your marketing is performing. Do a competitive audit to assess rivals' strengths and weaknesses.

Your Story
Create value propositions, boilerplates, elevator pitches, vision and missions statements to tell and share your story.

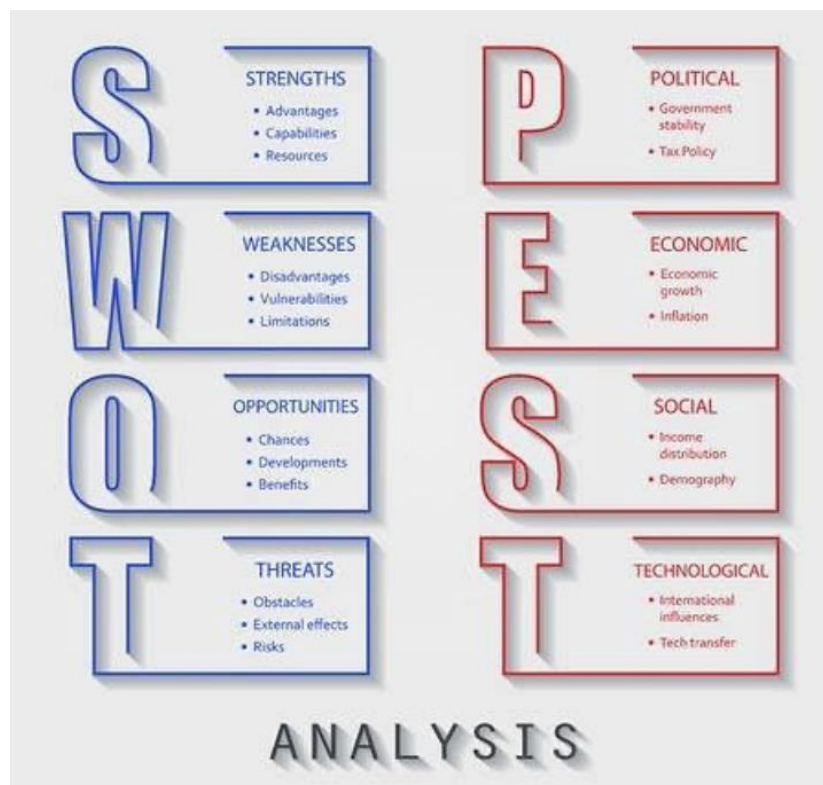07 01 02 03 04 05 06

STRENGTHS
- Advantages
- Capabilities
- Resources

WEAKNESSES
- Disadvantages
- Vulnerabilities
- Limitations

OPPORTUNITIES
- Chances
- Developments
- Benefits

THREATS
- Obstacles
- External effects
- Risks

POLITICAL
- Government stability
- Tax Policy

ECONOMIC
- Economic growth
- Inflation

SOCIAL
- Income distribution
- Demography

TECHNOLOGICAL
- International influences
- Tech transfer

ANALYSIS

How the brand building efforts change for healthcare brands?

If you ask any successful business owner about the secret to a business's success, the answer is almost always branding. Building a brand is one of the essential ingredients in the recipe for successful business development.

With branding, your company can establish itself as a distinguished identity in a crowded marketplace. Being renowned gives you an added advantage to target the right customers while letting you spread your business roots exponentially.

As the founder of a digital agency who keeps an eye on the latest industry trends, I have noticed that brand building is essential for a perfect business growth.

Here are steps to build your brand:

1. Know Your Audience

Business success is mostly dependent on your potential customers and target audience. The primary focus here needs to be on knowing the needs of your potential customers. This can help you in tailoring your business strategies and mission statement in the most efficient and effective way.

2. Craft A Persuasive Company Message

For building a brand name that people can place their faith in, you need to define what exactly your company is about and what it offers. A persuasive message must include clear evidence of a dynamic feedback loop. For example, TOMS Shoes clearly defines their message: "Improving lives with every product you purchase, TOMS will help a person in need. One for One." This brand has built a huge social following, along with positive brand perception.

3. Know Your Marketplace

Research is key here: The more you know, the better you can plan. Monitor your competitors' ways of doing business, like how they treat their customers, the price they charge, their brand and design values, media activities and other aspects. Then, use the information to understand some necessary details about customers, like their geographical location, shopping habits, demographics and everything else you require to characterize them.

4. Highlight The Best You Have

In order to position your brand perfectly in front of customers, you must adopt the four Ps: product, price, promotion and place.

Product: Whether you sell kitchen products and accessories or provide luxury condos, it's crucial for you to have a clear vision of what your product or service is and why it is unique from others in the space.

Price: Your pricing decisions must include how your price determinations will impact supply, profit margins, demand and your marketing strategy. But price elasticity considerations will directly influence next two Ps.

Promotion: Once you have a product or service and the price is decided, you must promote it in the right way. This includes elements like public relations, advertising, email marketing, social media and more.

Place: An ideal place for displaying your products is essential to convert potential customers into actual customers. An actual transaction may not always happen online, for example, but the initial engagement and conversion of a potential customer to an existing customer might take place online.

5. Create A Catchy Tagline And Logo

In order to create a memorable logo, you must have a strong, balanced image with no little extras that clutter its look. It must work well with the company name and be in an easy-to-read font. Taglines are a time-consuming process, as well. For creating a tagline, you must dump out your entire business in a few sentences, trim it down and then trim it down some more. For example, M&M's classic tagline, "Melts in your mouth, not in your hands," is catchy and depicts a clear message — that the hard shell keeps the chocolate from melting all over you.

6. Choose How You Will Interact With Your Audience

Interaction is one of the key elements that narrow the gap between your company and its target audience. You must consider many aspects when it comes to a brand voice — your style, type of content, the tone you'll be putting out, etc. You must consider the target audience and think about what will appeal to them. For example, if you are trying to reach senior citizens, learn how to build trust with this demographic by communicating with a more formal attitude and no slang.

7. Make Your Brand Omnipresent And Shiny

Brand building is a never-ending process, as your target audience will always expand rather than be stable. It is vital for brands to be omnipresent and

shiny as customers look for an experience tailored to their needs, backed by genuine personal interaction. A business owner can build this type of brand only when considering everything — from the logo to color scheme to the tagline. In order to stand out, a brand must build a good and consistent online presence, not try to please everyone, produce value, associate with other strong brands and create brand-building awareness.

8. Be Your Own Brand Ambassador

No one knows your business better than you and your employees, so you need to be the brand ambassador for your own business and spread the word around the world. Moreover, if you directly interact and promote your business and brand on a more personalized level to your customers, it will help in building a more trustworthy image of your brand.

9. Promote, Promote, Promote

If you are not investing in promoting your brand, your target audience will remain limited and so will the results. Effective marketing of your brand, along with quality services and products, can prove highly successful for your business.

Let's take a look at the best ways to build your brand through marketing:

• The power of social media is not hidden from anyone these days. Having profiles on all major social platforms like Facebook, Twitter, Instagram, LinkedIn, Google+ and Tumblr, etc., will help you grow your brand with good online presence by interacting with the audience on a more personalized level.

• Attend or organize various conferences of your business nature, interact with your target audience and spread the word about how you are different and about the quality of services and products you offer.

• Offer perks like discounts and deals to your already present customers for every referral. This will help in improving your client base while offering enough exposure to build your brand.

Brand building can easily ensure your business will reach the right customers while boosting your conversion rate and sales. Using all of the above tips and suggestions, you can easily lead your company to the ultimate road to success, where your brand will be a global identity.

Working with healthcare professionals around the nation, we've identified seven key reasons to deliver a strong branding message. In short, branding means business.

1. People prefer to buy brands because they reduce perceived risk. Recognized names are expected to deliver consistent and high quality products or services.

2. People buy brands for status. Some people will spend more for a product or service even though it is, or is perceived to be, more expensive.

3. People refer more often and more passionately to a brand they like and trust. Truly great brands achieve near cult-level loyalty from some followers.

4. A professional reputation is built and accelerated though branding. An exceptional reputation doesn't grow spontaneously. A purposeful branding message actively shapes a professional reputation.

5. Branding targets and attracts the types of cases you want. A focused branding message appeals to cases, procedures or patients that mean the most to the business.

6. Branding produces a competitive advantage. Superior brand recognition means you stand out in comparison to the competition.

7. A branded organization will be worth more than a non-branded business. For the present (and for a future exit strategy), a recognized brand contributes to the value of an organization.

Med-tech platforms

Epidemics and pandemics have been threatening the human race time and again. SARS, H1N1, Ebola, and more have shown their teeth in the past, but with each such outbreak, we are learning new ways of fighting and managing such unexpected diseases that can potentially kill millions of people. Technology cannot prevent the onset of the pandemics; however, it can help prevent the spread, educate, warn, and empower those on the ground to be aware of the situation, and noticeably lessen the impact. Today, with converging technologies like mobile, cloud, analytics, robotics, AI/ML, 4G/5G, and high-speed internet, it has become possible to test several innovative approaches to pandemic response.

Finding Drugs

When a new pandemic strikes, the first question on everybody's mind is if there's a drug to cure it or a vaccine to prevent it. The world is now desperate to find ways to slow the spread of the coronavirus and to find an effective treatment. Technology is becoming an enabler to make the process faster. AI is playing important role in suggesting components of a vaccine by understanding viral protein structures, and helping medical researchers scour tens of heaps of relevant research papers at an unprecedented pace. Teams at the Allen Institute for AI, Google DeepMind have created AI tools, shared data sets and research results. In January, Google DeepMind introduced AlphaFold, a cutting-edge system that predicts the 3D structure of a protein based on its genetic sequence. The University of Texas at Austin and the National Institutes of Health used a popular biology technique to create the first 3D atomic scale map of the part of the virus that attaches to and infects human cells—the spike protein.

Contact-less movement and deliveries through autonomous vehicles, drones and robots

Self-driving cars, drones, robots can all help at a time when the need is to avoid human contact. Autonomous vehicles can be used to transport affected people to and from healthcare facilities with ease, without risking the lives of healthy people. Robots can be used for delivering grocery, cooking means, sterilizing hospitals and patrolling the streets. Drones can be used for food deliveries, tracking population, carrying test kits and medicines to quarantine locations, thermal imaging to identify infected people, spraying disinfectant, and more. Many new areas and use cases are coming up where drones, robots and autonomous vehicles are being used.

Drones and Autonomous Robots used to fight Coronavirus in China

Move from **"feature innovation"** to **"value innovation."** We believe that a lack of rigorous customer and market opportunity assessment is the root cause of medtech launches routinely not meeting expectations. In our experience, it isn't that the right questions aren't asked. It's that the questions aren't asked objectively or analyzed rigorously, and the insights from the analyses aren't discussed early enough to shape pipeline and portfolio decisions. As one medtech CEO we spoke with put it, "In today's world, you better know how you're going to commercialize before you build the product or you're likely to fail." Good marketing is about being objective and focused on customer needs (including who the right customer is), and determining how to deliver value against those needs. By being focused on the customer, and not the product, the industry can evolve from feature innovation to value innovation. In our survey, 90% of global hospital executives said that they didn't believe that medtech companies understand the trends shaping the healthcare landscape and how those trends affect providers—and therefore, what medtech customers need and value.

Distribution of Ad Spend on Instagram & Facebook

Instagram	Category	Facebook
23 %	Post Engagement	30 %
42 %	Link Clicks	20 %
10 %	Video Views	11 %
6 %	Conversions	8 %
– %	Page Likes	11 %
9 %	Reach	7 %
10 %	Brand Awareness	6 %
1 %	Lead Generation	2 %
1 %	Other	4 %

Healthcare and digital ecosystems

The healthcare ecosystem is increasingly joining forces with digital services companies to improve patient outcomes. Digital companies like Google (Verily, Deep Mind) and Microsoft are expanding their healthcare footprints. GlaxoSmithKline and Verily are forming Galvani Bioelectronics to develop solutions for chronic disease. Sanofi and Verily have joined forces at OnDuo to tackle diabetes, while Roche acquired MySugr to become the leading open platform in diabetes management. Philips is partnering with Salesforce to extend their HealthSuite digital platform. Startups like Flatiron Health which raised funding from Google Ventures are partnering with established players like Roche to bring personalized medicine in oncology to market. Boston Scientific is developing a data-driven digital health solution for chronic cardiovascular care. And GE (Health Cloud) and Siemens Healthineers (teamplay) are investing heavily in digital platform capabilities. Taken together, these developments highlight how disruption is pushing the industry to converge and join forces to deliver better patient outcomes.
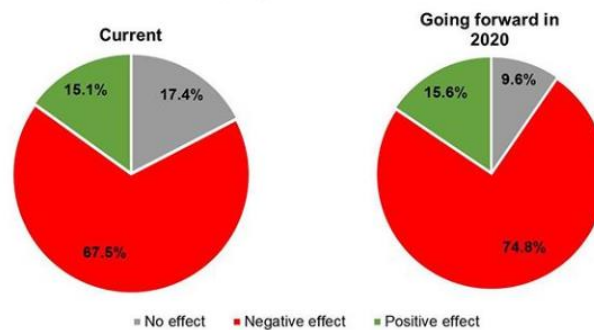
COVID-19-Related Telemarketing Developments

We continue to monitor the effects of the COVID-19 pandemic on telemarketing regulations. The FCC has allowed health care providers to place emergency automated calls and text messages related to COVID-19, but three states have seen new telemarketing restrictions triggered by state-of-emergency declarations. Meanwhile, California is considering changes to its telemarketing statute unrelated to the pandemic. The following summarizes these recent developments:

As COVID-19 spreads across the nation, the Federal Communications Commission issued a declaratory ruling easing restrictions on hospitals, health care providers and other government officials in order to allow them to use automated calls and text messages to communicate urgent information about COVID-19. Because of the pandemic, health care providers and government officials "may lawfully communicate information about the novel coronavirus as well as mitigation measures without violating federal law. In determining whether a call qualifies for the COVID-19 emergency exception, the FCC will look to the identity of the caller and content of the call. The caller must be from a hospital, or be a health care provider, state or local health official, or other government official or a person under the express direction of such organization or person and acting on its behalf. Additionally, the content of the call must be solely

informational, made necessary because of the COVID-19 outbreak and directly related to the imminent health or safety risk arising out of the COVID-19 outbreak.

How is COVID-19 impacting demand for your products or services, and what do you expect going forward in 2020?

Current

15.1% 17.4%

67.5%

Going forward in 2020

15.6% 9.6%

74.8%

No effect Negative effect Positive effect

Traditional **VS** **Digital**

Cost to Reach 2,000 Audience

1K
$900
Direct Mail

800

$500
600
Magazines

$250
400
News Paper

$150
200
Broadcast

100

0

Cost to Reach 2,000 Audience

$75
Social
Networking

$50
Search

Digital marketing wins this one, hands down.

Post the lockdown, many governments, hospitals, e-pharmacies and even corporate have adopted to telemedicine in their employee wellness strategies. The surge in telecomsultations follows the long-pending telemedicine guidelines which were finally issued by the ministry of health and family welfare (MoHFW), in collaboration with NITI Aayog and Board of Governors (BoG) Medical Council of India (MCI).

This allows the registered medical practitioners to use teleconsultation and it truly comes handy in the pandemic era where hundreds of doctors have lost their lives due to insecure exposure to the virus.

"Disasters and pandemics pose unique challenges in providing healthcare. Though telemedicine will not solve them all, it is well suited for scenarios in which medical practitioners can evaluate and manage patients. A telemedicine visit can be conducted without exposing staff to viruses/infections in the times of such outbreaks," the telemedicine guidelines read.

Digital health platform, Practo has been witnessing the surge since the beginning of March. "The teleconsultations have been growing at an average of over 100 per cent week-on-week. Also, there is almost 50 per cent increase in the number of doctors joining Practo. The new guidelines have given authenticity and confidence to doctors to get on to the platform, said Dr Alexander Kuruvilla, Chief Health Strategy Officer, Practo. According to him, queries regarding fever, cough, cold, sore throat and body ache have increased by 200 per cent.

Nature and practice of pharmacist

Additional to pharmacy staff, several of their vulnerable patient groups, those most in need of continuity of care, are facing additional risk associated with the COVID-19 pandemic. Older people, under instruction to 'cocoon', are reliant on delivery services and may lose out on opportunities to discuss medication-related problems. Pharmacists must also now balance the risks of increasing supply to monthly amounts with the need to avoid non-essential pharmacy visits. The crisis has also created unique challenges for all patients – factors such as social distancing and self-isolation requirements, loss of employment and decreased access to healthcare services act as barriers to medication adherence. Workarounds have, however, been created to address these service-level challenges. Virtual and telephone consultations have become commonplace, particularly to vulnerable patients. Pharmacists have implemented systems to dispense medications in advance of need to minimise wait times and duplicate visits. In case-by-case examples such as in palliative care, and for vulnerable patients, there has been anticipatory management of medication-related needs. All of these actions have the intention of reducing non-essential medical and pharmacy visits, maintaining continuity of care and facilitating social distancing where possible.

Across the spectrum of mental health conditions, increased volumes of supply, changing medications brands and associated instructions due to medication shortages and the removal of routine face-to-face consultations increase the risk of non-adherence, misuse, accidental and intentional overdoses and poisonings. Emerging poisoning cases also include those related to poisonings linked with disinfectants and hand sanitisers. These risks may be further magnified by the background of increased population anxiety, distress and reduced access to healthcare providers for support. Community pharmacy's role in reducing the risk of accidental poisonings by controlling supply volumes of medications must now be balanced with the need to supply larger volumes of medications and chemicals amidst the pandemic.

Regulatory changes in pharmacy

Just as individual pharmacies have had to respond quickly to the pandemic, regulatory and health-system changes have also occurred at an unprecedented pace. Indeed, pharmacists in regulatory and health service roles should also be acknowledged for efficiently developing and implementing these regulations, policies and guidelines in response to COVID-19. Example innovation includes the introduction of electronic

prescriptions (email) within primary care via *Healthmail* removing the legislative requirement for paper scripts. The change equally applies to controlled drugs although the same level of documented prescription requirement detail remains. The amended legislation also extends the validity of many prescriptions from 6 to 9 months. Changes have also been made to the quantity of medicine that can be provided as an emergency supply at the request of a patient or prescriber. For the first time, an emergency supply of controlled drugs of up to 5 days' supply may be dispensed. Full details of these changes are available from the regulatory bodies. In addition to the regulatory flexibility in prescription requirements, the health service has adopted a pragmatic and flexible approach to the community drug scheme payments. The health service is also assisting with stock management to ensure continued access to regular medication supplies.

Future role of pharmacists

Looking forward, pharmacists' medication expertise should be leveraged in vaccine development and clinical trials. When the vaccine against COVID-19 is available, pharmacists will be considered one of the frontline health workers that should be permitted to give immunizations. Given the past success of community pharmacists with increasing annual seasonal influenza uptake and their accessibility, pharmacists will need to be central in administering COVID-19 vaccines in order to achieve rapid population-wide coverage. Furthermore, screening and testing patients for COVID-19 are both crucial interventions to flatten the curve. Pharmacists in Alberta are screening patients daily and referring them to nearest testing facilities. While American pharmacists may order and administer FDA-approved tests. Increasing the accessibility of testing is imperative if countries wish to escape lockdowns.
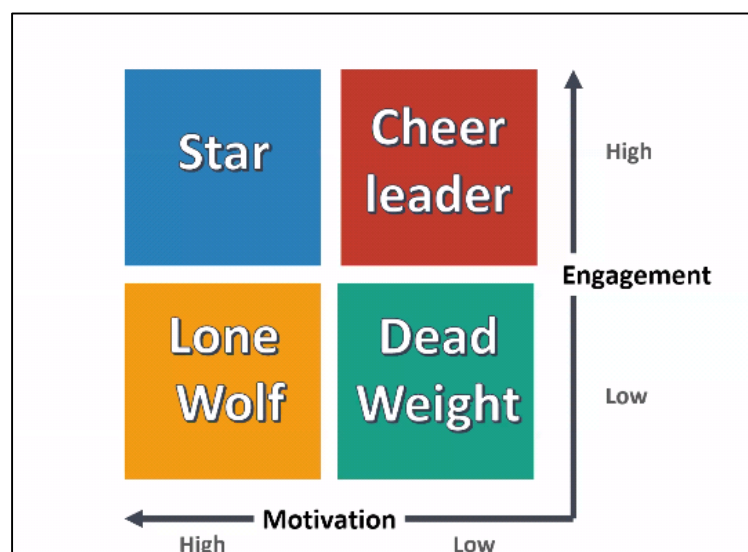
Finally, as demand on pharmacy services increases during the pandemic, pharmacy staff are at risk of burnout and supports here are also required. Both the health service and community pharmacy owners must strive to create environments that facilitate an atmosphere of belonging and help-seeking and promote attitudes and perspectives of acceptance that make it routine to discuss stressful and overwhelming issues. Work-hours and staffing levels need to be kept under focus to allow pharmacists to take time for personal activities and self-care, a protective mechanism against burnout. Resilience is a protective mechanism against emotional exhaustion and must also be promoted in the workplace. Resilience can be enhanced through training programmes and these resources should be made available to pharmacists and their uptake promoted and additionally imbedded into pharmacist training for future preparedness.

Insurance sector

Positive changes that the health insurance industry has seen over the last few months. Firstly, there has been a promising 30-40% uptake in health insurance adoption across industry players, with certain players seeing a significant jump more than others. It is obvious that this surge will play out extremely well for providers with a robust digital distribution process and convenient access.

Everyone in the health insurance industry will readily vouch for how drastic the influence of Covid-19 has been on their businesses and lives. A full-scale transformation is indeed underway and of course the digitalisation of the customer journey will be a critical component in this transformation. In my view, the industry and its customers – the insurance buyers – can expect some clear changes in the coming months and years.

First up, we will see a fast-growing trend of innovatively designed health insurance products. In fact, product design has been a key barrier to true digitalisation for the longest time. Most insurance providers have been trying to adapt their digital processes to a product that is based on an offline distribution model.

Complicated product features, complicated risk mitigation conditions, multiple and confusing product variants have all contributed to products that do not really motivate purchases. With consumers coming around to purchase health insurance digitally, the need for user-friendly digital products has never been greater.

Secondly, we will see a growing acknowledgement of the need to simplify policy documentation. Simplified and uncomplicated policy benefits will need to be accompanied by terminologies and product documentation which are precise as well as easy to understand. This will play a significant role in establishing trust and a truly digital experience; not to mention, a greater access for people across economic and educational backgrounds.

Thirdly, we will see the emergence of a complete digital ecosystem for claims processing and policy management. Be it automated claim adjudication that can significantly improve decision-making times, or better digital controls at the provider and insurer's end, customers are looking to significantly faster claim settlements which require minimal manual processing.

Fourth, we will also see the emergence of a user-centric digital distribution channel. The primary factor here will be how convenient and easy it is to buy an insurance policy online. With existing insurers focussing on digital distribution models, the emergence of specialists such as Acko and Godigit, along with the entry of next-gen digital healthcare financing distribution

companies like Vital, Plum, Onsurity, Toffee, Kenko , Riskcovry etc. that are looking at offering customer experiences that go beyond plain vanilla insurance plans, things sure seem to be getting exciting in this space. These new companies are focusing on user experiences with not only the insurance product but also other wellness needs.

Of course what remains to be seen, is just how long will the pandemic and its impact last, and will it truly transform the way industry functions for the better. Customer attention spans are short, and one needs to be quick to capitalise on them. Will the insurance companies and distribution partners be able to capitalise on this opportunity, and ensure adequate retention of existing digital adopters while also driving a permanent change in customer buying patterns – remains to be seen.

Patient Doctor Dynamic

"The patient will never care how much you know, until they know how much you care."

Doctor-patient communication is a major component of the process of health care. Doctors are in a unique position of respect and power. Hippocrates suggested that doctors may influence patients' health. Effective doctor-patient communication can be a source of motivation, incentive, reassurance, and support. A good doctor-patient relationship can increase job satisfaction and reinforce patients' self-confidence, motivation, and positive view of their health status, which may influence their health outcomes.

Most complaints about doctors are related to issues of communication, not clinical competency. Patients want doctors who can skilfully diagnose and treat their sicknesses as well as communicate with them effectively.

Doctors with better communication and interpersonal skills are able to detect problems earlier, can prevent medical crises and expensive intervention, and provide better support to their patients. This may lead to higher-quality outcomes and better satisfaction, lower costs of care, greater patient understanding of health issues, and better adherence to the treatment process. There is currently a greater expectation of collaborative decision making, with physicians and patients participating as partners to achieve the agreed upon goals and the attainment of quality of life.

For instance, 65% of providers said they value self-administration methods for patients, including via auto-injectors or wearable devices, items that have been added to more and more wish lists as the pandemic has continued.

A clear majority, 62%, said they placed value on remote monitoring tools that can track health data from the home, a number that has increased since before the pandemic. Many patients have also said that they want to go to their providers' offices less often even after the public health crisis has abated, suggesting an opportunity for pharma companies to continue to respond to the public's changing needs.

Before COVID-19, 64% of meetings with pharma sales reps were held in person. During the pandemic, this shifted to 65% of meetings held virtually. Many providers reported they expect restrictions in access to healthcare facilities will continue for some time – perhaps even permanently. Indeed, 43% said they are currently restricting who can enter the office for

professional reasons (i.e. no pharmaceutical reps). Twenty-eight percent of those with restrictions said they believe it is something they may implement permanently, and another 44% said they would keep the restrictions "for the foreseeable future."

But providers also said they still want to learn about new treatments and interact with pharma sales reps – they just want to do so in different ways. Eighty-eight percent of the providers surveyed said they want to hear about new treatments despite being in the middle of the pandemic. Four in 10 providers said the likelihood of starting a patient on a new treatment has increased, since they have a greater ability to monitor patient response, more access to information on new treatments and more time to learn about them.

And in fact, 61% said they are interacting with pharma sales reps more during COVID-19 than they did before. But they want pharma sales reps to have a better understanding of their needs and the needs of their patients. For example, 58% said they have been spammed by a pharmaceutical company.

Key customers

Balance COVID initiatives with lead generation for high-value service lines. Decisions made during the crisis could have long-term financial impact for many healthcare organizations. With supply diverted and demand accruing due to limited access, some hospitals are forced to ration resources and furlough employees as short-term solutions to weathering the storm.

For healthcare marketing and communication leaders, this means it's more critical than ever to focus on initiatives that capture commercial volumes and drive revenue growth. Balancing COVID communications with building a pipeline of candidates for primary care, elective procedures, and other priority services is critical to get ahead of the curve and fill the funnel for specific areas of care.

For highly competitive and low acuity services like primary care and urgent care, promoting access and convenience in your content and campaigns is key along with building a recognizable brand. Standing out from a market crowded with new retail entrants requires messaging that is laser-focused on consumer needs and interests.

For elective procedures and specialty care, promoting alternatives to in-person access points and articulating the value of virtual care will be important for engaging candidates. Many health systems are preparing for a post-COVID-19 surge in demand by offering virtual seminars, conducting pre-op visits via telehealth, and using HRAs or downloadable guides to fill the funnel with qualified leads.

By helping patients access care where appropriate now and secure their place when restrictions are lifted, you'll contribute to both the patient experience and long-term profitability of your organization.

Meet the increasing demand for health information. The demand for online health content has been growing steadily for years as evidenced by the growth in healthcare-related search queries and demand for online health content. A positive by-product of the global pandemic is even greater awareness of healthcare and the steps we can all take to safeguard ourselves

and our families. From hand washing to exercising and eating healthy at home to prioritizing mental health, consumers are more engaged in healthcare issues than ever.

To get smarter on health issues and guide decisions, consumers are turning to healthcare providers first as COVID elevates our collective esteem for doctors and hospitals on the front lines. This is illustrated by a recent NRC study that showed hospital and health system websites are among the most trusted sources of information on coronavirus, along with a Pew Research Center survey that found people have mostly positive views of doctors based on their caring for the best interests of patients above all else.

Engage consumers where they work and live (which is often the same place). Like buying books and ordering pizza, seeking a medical diagnosis and treatment plan from a smartphone or computer screen is quickly becoming the norm for many Americans. The trend toward shopping, working, and doing just about everything else from home was well underway prior to the pandemic, and consumers are even more inclined to avoid traffic and crowded waiting rooms after COVID.

Even those who aren't digital natives are rapidly learning to adapt while sheltering in place. For example, experts predict Baby Boomers are more likely to try online grocery delivery, in-home subscription entertainment like Netflix, and other tech-enabled services for the first time while social distancing. Now aware of the ease, convenience, and quality of these tools (not to mention the time and cost savings), consumers across all generational categories are likely to continue trading analog for digital resources after COVID dissipates.

For marketers, this "forced acceleration of the digital transformation agenda" gives new meaning to meeting the consumer where they are and requires creative ways to connect with a largely home-based audience. Jefferson Health CEO Dr. Stephen Klasko says the idea of healthcare with no address has gone from concept to "being critical to the future of the industry." As advocates for customers across the organization, healthcare marketers are at the forefront of this paradigm shift.

Empower colleagues to move across the digital-first curve. During a crisis and recovery period, disciplines like market research, customer analysis, and communication are essential—marketing bridges these departments and functions.
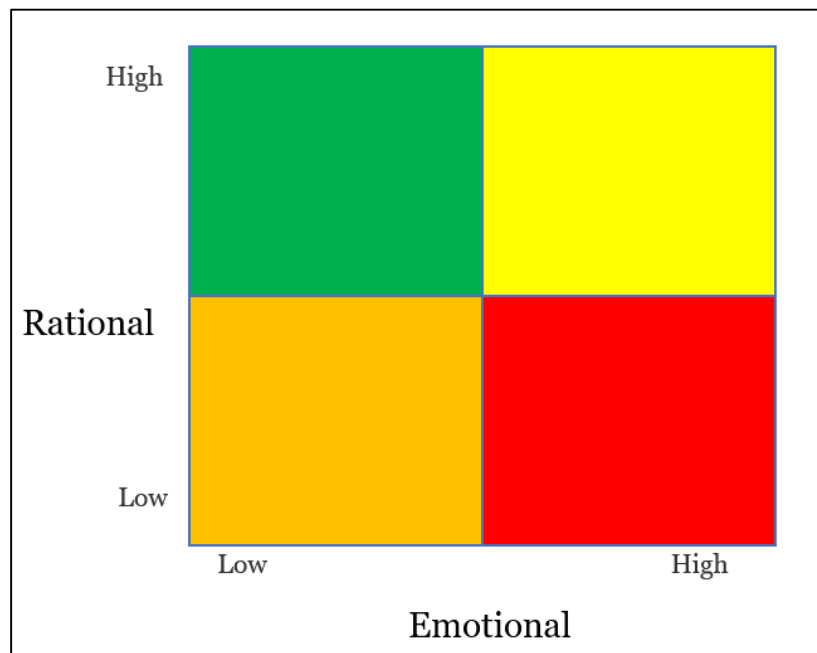
Rely on your partners. Remember the good old days of wearing only a half dozen hats and working 50 hours a week? COVID has created a 24/7 environment for nearly all healthcare professionals, and marketing and communications teams are rising to the occasion and working tirelessly to keep their colleagues and communities well informed and flatten the curve. Agency partners with expertise in digital and content strategy—and experience in a remote production environment—can amplify your brand, maintain consistent outreach, and build a pipeline of prospects for priority services when capacity becomes available.

In fact, many states are already starting to resume elective surgeries, outpatient imaging procedures, and other high-value services. Healthcare marketing leaders who can address their organizations' current challenges

while guiding their brands into the future will be better positioned—both personally and professionally—for long-term success.

Objective

1. To learn about Covid-19 affects in pharmaceutical business.
2. To understand how market change and what is the reason behind it.
3. To study the brand personality.
4. To understand customers and unearthing insights.
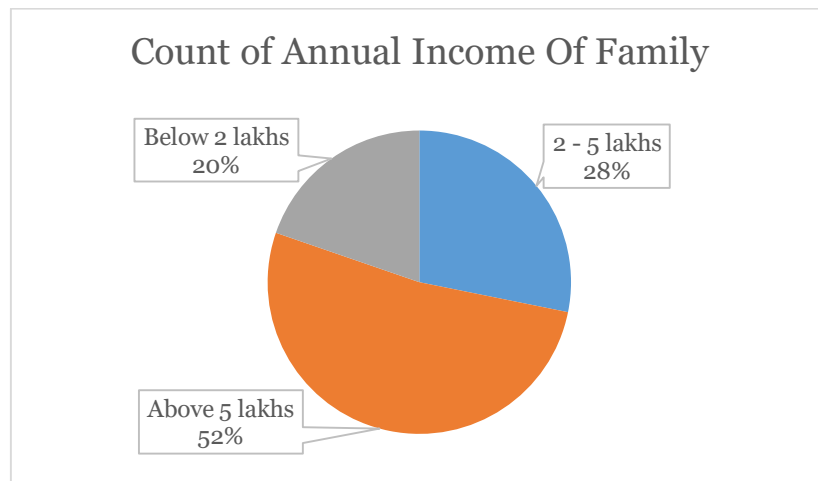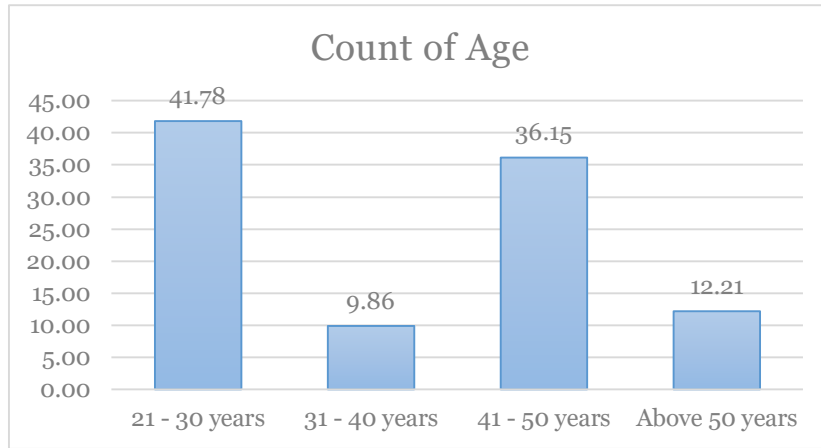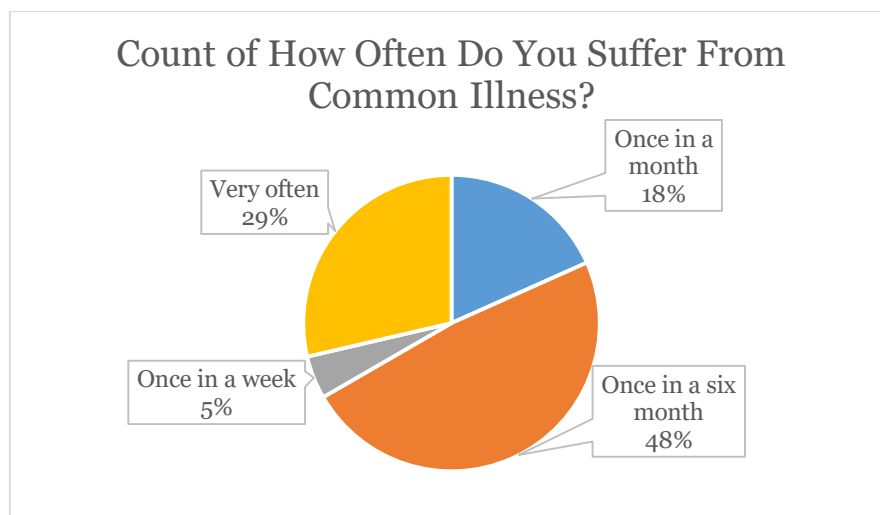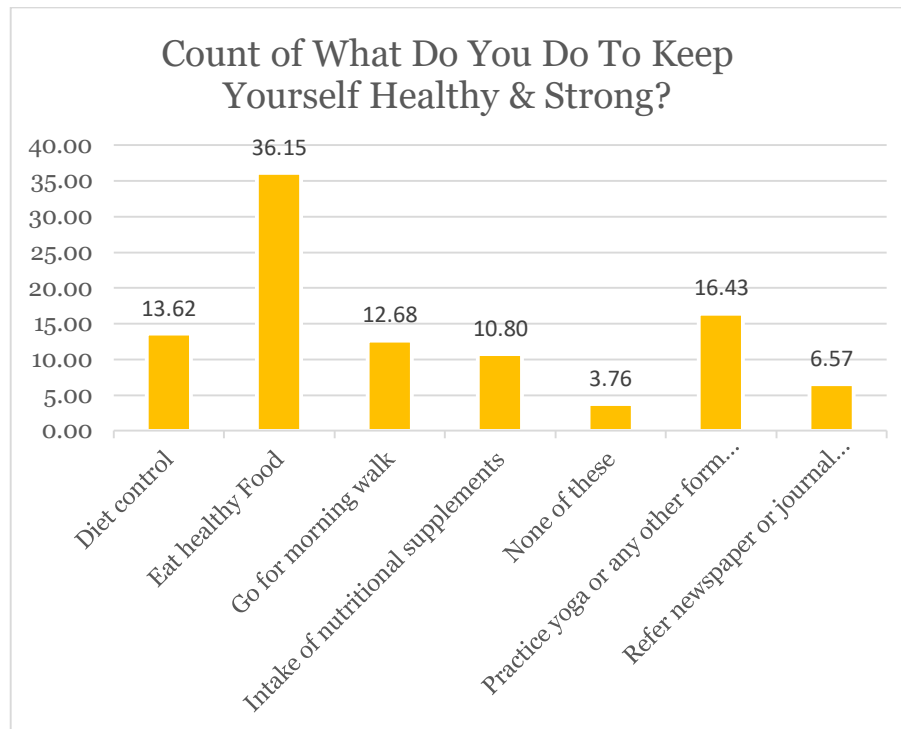5. To study the media strategy.

Methodology

Research was carried out using a questionnaire method with a sample size of 213 customers. Various attributes like common illness, online medication, immunity booster. The data was coded in MS excel and SPSS for further analysis.
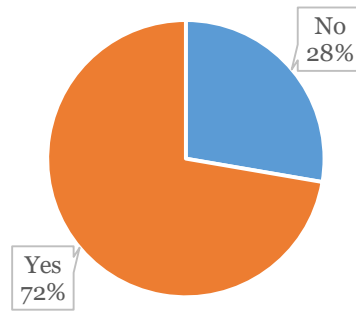
Sampling design & sample size

The sample size for the survey 213.

Analysis

Count of Age

Age group	Value
21 - 30 years	41.78
31 - 40 years	9.86
41 - 50 years	36.15
Above 50 years	12.21

Count of Annual Income Of Family

Category	Percentage
Below 2 lakhs	20%
2 - 5 lakhs	28%
Above 5 lakhs	52%

Count of What Do You Do To Keep Yourself Healthy & Strong?

Count of How Often Do You Suffer From Common Illness?

Count of Self-Medication Use During COVID19

No
28%

Yes
72%

Count of Buy Online Medicine During COVID19

No
15%

Yes
85%
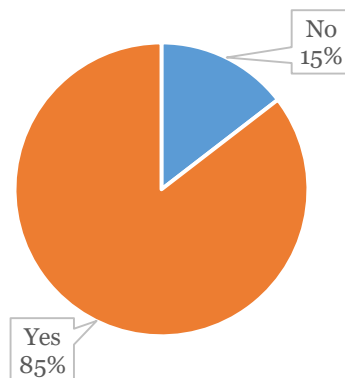
Count of Use Immunity Booster During COVID19

No 11%

Yes 89%
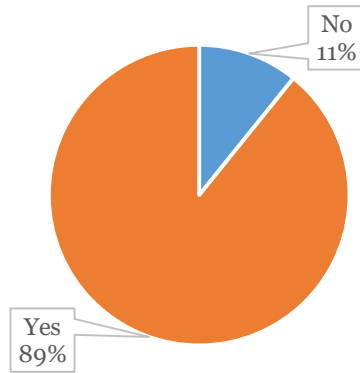
Analytical Data Analysis

Chi-Square Tests

H0: There is no any significance relationship between annual family income and using rate of immunity booster during COVID-19.

H1: There is significance relationship between annual family income and using rate of immunity booster during COVID-19.

Annual_Family_Income * Ues_Immunity_Booster_During_COVID19 Crosstabulation

			Ues_Immunity_Booster_During_COVID19		Total
			Yes	No	
Annual_Family_Income	Below 2 lakhs	Count	31	11	42
		Expected Count	35.1	6.9	42.0
	2-5 lakha	Count	49	11	60
		Expected Count	50.1	9.9	60.0
	Above 5 lakhs	Count	98	13	111
		Expected Count	92.8	18.2	111.0
Total		Count	178	35	213
		Expected Count	178.0	35.0	213.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.872ª	2	.088
Likelihood Ratio	4.675	2	.097
Linear-by-Linear Association	4.838	1	.028
N of Valid Cases	213		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.90.

Observation

Pearson Chi-Square Asymp. Value is 0.088 which greater than 0.05 i.e. level of significance.

Thus, H1 is rejected and H0 is accepted.

Discussion

There is no any significance relationship between annual family income and using rate of immunity booster during COVID-19.

Conclusions

- Brand knowledge is a key in creating brand equity, because it creates the differential effect that drives brand equity.

- Brand equity is an important intangible asset that has psychological and financial value to the firm.

- Brands offer a promise and an emotion. Brands are about how they make people feel.

- Packaging changes can have immediate impact on sales.

- Brand attributes help in creating brand identity.

- Brand image conveys emotional value and not just a mental image.

- If you choose an essence which focuses on the emotional end benefit it needs to be credible.

Recommendations

- Customers should be attracted by the promise you make and by the value you deliver.

- Understand and absorb the essence of corporate branding.

- The 'heart and soul' of your brand, it should consist of 1-3 words, which sum up the core identity of the brand.

- Customers should be attracted by the promise you make and by the value you deliver.

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Annexures

Q.1) Name

_____

Q.2) Age

- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- Above 50 years

Q.3) Annual income of family

- Below 2 lakhs
- 2 - 5 lakhs
- Above 5 lakhs

Q.4) What do you do to keep yourself healthy & strong?

- Eat healthy Food
- Go for morning walk
- Diet control
- Intake of nutritional supplements
- Practice yoga or any other form of exercise
- Refer newspaper or journal articles related to health
- None of these

Q.5) How often do you suffer from common illness?

- Once in a week
- Once in a month
- Once in a six month
- Very often

Q.6) Do you prefer self-medication during COVID19?

- Yes
- No

Q.7) Do you buy online medicine during COVID19?

- Yes
- No

Q.8) Do you start immunity booster during COVID19?

- Yes
- No