

The Perfect Pill White Paper Competition
On
“Building Healthcare Brands in Post COVID-19 era”.

Submitted by
Miss. Divya Thakur
Of
MBA Pharmaceutical Management
IJHMR University, Jaipur



Date:- 03rd September 2020 to 20th September 2020.

Contact id- divyathakur.j19@ijhmr.in

Ph. 9665837207

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EXECUTIVE SUMMARY

This research consists of two levels of studies, i.e. Primary and secondary research studies. The research was conducted from 3rd September, 2020 to 15th September, 2020 with a questionnaire consisting of 7 questions in total. It took barely 7-8 minutes to fill the survey form. The target segment was of doctors and specialists, who participated in this study after agreeing on the consent. The information below is concluded on the basis of the primary and secondary studies which were done during the research.

We all know that branding in pharmaceutical market is very much challenging and risk taking when it comes to investment of resources in branding and it doesn't shows desired results. So, sometimes it is very hard to differentiate your brand from other brands. In pharmaceutical world, if your brand does not contain any new molecule, then marketers differentiate their product on the basis of its packaging or technology to make it more effective. But on the other hand, if you are launching a new molecule in the market then you can have brand leverage. Brands are differentiated on two levels, one at packaging level and second at molecule level. It is very important to have a good and unique brand strategy for launching your product. Branding strategies plays a significant role in success of your brand. In the pre COVID-19 times, marketing of a product was easy for the companies, sales representatives were allowed to meet their respective customers and have an interactive sessions with them, CMEs and other events were used to organize by the respective pharmaceutical companies with one on one interaction. Doctors who is our potential customers in pharmaceutical world, were used to interact more with our sales representatives and seek more knowledge from various kinds of activities. A traditional method of marketing was followed during the pre COVID-19 time. Fast forwarding to the post COVID-19 era, it is very much evident that most of the doctors are not going to allow our sales reps to enter into their cabins for marketing of their product, because they are more concerned about their health and not a random pharmaceutical brand. In post COVID-19 era, most of the pharmaceutical companies along with the FMCG sector have stepped into digital world. Respective companies are executing their marketing through digital platforms and which is money and time saving. But, the question arises whether our potential buyers are willing to go on digital? As our customers are none other than doctors, and due to lack of time in a day they don't that much prefer using electronic devices for the updates. So, how can we make them willing to take or recall our brand? What type of activities we can perform to market our product? Proper use of digital media makes it all happen. Marketers have embraced the new marketing techniques in this pandemic through digital medium.

It is very much evident that, in post COVID-19 will be seeing different types of brands with unique and creative branding strategies. Pharmaceutical companies will change and already has changed their marketing techniques from traditional to modern or I say a

digital marketing. In this, Medical representatives meeting their potential customers through virtual medium, e-detailing has become a part of this type of marketing, and CMEs, webinars are conducted by the companies for the doctors. As the companies are moving towards digital media, so as the approach is also moving more towards the patient centricity. Pharmaceutical marketers are now equally concerned for their customers and consumers. More companies are coming up with customized services for their consumers, for example, side effect management plans, video training library, confidential patient call review, and customized coaching guide. They can also go for artificial intelligence through chat bots or messaging apps both for advisory services. Well not only our customer and consumers, but also our sales force is important. Marketers can plan sales force activities according to the situation. They can take video training sessions, a proper management of customer relationship management solutions for medical representatives, and hybrid mobile apps for sales reps for advisory services, because not all sales reps are from the same science background.

Emphasizing content in your marketing, when it comes to creating content then the marketers should be aware of the rules and regulations, because your product is directly impacting on people's health and it is important that the content you are putting in your communication part should be verified and based on facts.

INTRODUCTION

The pharmaceutical industry on global level has reached more than USD 1,316 billion and exhibiting a CAGR of 4% in this current year 2020. Due to rise in COVID -19 cases globally, all the pharmaceutical industries are more investing in development of quick and effective drugs for the people who are suffering. According to IMS market reflection report June, 2020, Indian pharmaceutical market was valued at INR 148,551 Cr. Although due to COVID-19, companies has diverted its investment more in R&D, but some budget is still investing for sales & marketing of its product. Pharmaceutical branding strategies are very much different from the branding strategies used in fast moving consumer goods. As we all are aware of prohibition of advertising of drugs and other related devices in Indian pharmaceutical market, so the companies use very restrict branding strategies to promote their pharmaceutical products. Due to COVID-19 pandemic hit, pace of transformation has increased aggressively in pharmaceutical industry. Competition had intensified and the pre-planned launching strategies are just disrupted suddenly. The urgency is evidently non-chronic. It is a time for pharmaceutical companies to set back and revise their planned strategies and also start focusing on the digital side as core strategic enabler. Virtual engagement tools will be used in post COVID-19 era, where the sales team and marketers will connect with the HCPs remotely. These virtual tools will be clubbed up with AI (Artificial intelligence) and voice enabled chat bots and anytime – anywhere CMEs can be conducted for our HCPs. Most of the HCP general practitioners (Prescription value is low), super specialists - mass specialists (where prescription value is high) impacted by this COVID-19 outbreak such as orthopedists, so it is important to know their needs and accordingly marketers can reassessed their communication strategies. Also, the patients undergoing chronic treatment are more affected by this pandemic. For them there is a need of integrated disease management infrastructure, chat bots providing education and information with alerts and reminder, customized diet plans, etc. Digital solutions has helped people in educating them proactively on do's and don'ts in this current situation.

Now, an exponential rise in spread of COVID-19 cases had led to pharmaceutical brands having change their earlier used branding strategies entirely. In fact, pharmaceutical companies has now adopted new strategy for branding of their products. Pharmaceutical companies are now doing its branding more through digital platforms. The COVID-19 pandemic has forced these companies to implement stricter measures while marketing their brands to the respective customers, also they need to control the spread of coronavirus. In this hard times, pharmaceutical brand managers or marketers have a very huge responsibility to make sure that the message they want to communicate to their customers and now consumer as well, should be sensible enough to understand. This is very challenging for every pharmaceutical brand manager. Due to this pandemic, they may have had postponed their marketing calendar schedule, marketing campaigns, and

must adopt new branding strategies for the promotion of their products. We all know that almost all pharmaceutical brands deliver empathetic messages for their prescribers and patients. The brands tries to connect personally and emotionally with their customers & consumers.

PROJECT- RATIONALE

Before COVID-19, the branding strategies used by FMCG & healthcare industries was totally different. The healthcare representatives earlier could meet their customer i.e. the Doctors, and Interactions during meetings were possible in pre - COVID time. But now, as the pandemic has started, the marketing style of the healthcare industries has been changed. Sales representatives are not allowed to meet in person with the doctors. So, healthcare companies are switching on to digital marketing. But we are unaware of the fact that whether the doctors are able to understand the messages, which are communicating by our healthcare marketers through digital marketing platform. It is very important to know their point of view, understanding, and to know the needs of our future prescribers related to the drug or any medical devices. And when it comes to prescribing any brand, they should be able to recall your brand easily.

In pandemic we are not directly interacting with our potential customers but interacting through a 22 inch computer screen with many technical issues in between. Many significant challenges faced by sales representatives of healthcare industry in this pandemic. This study will gives you an insight of doctor's needs and mindset towards the branding in post COVID-era through digital marketing. A patient centric or we can say consumer centric approach is also can be seen in post COVID-19, which is why we need to know about the mindset and requirements of our customers and consumers as well, for a well-planned marketing strategy.

LITERATURE REVIEW

Pharma representative's main function is to meet customers i.e. the doctors, in person and they have to brief them regarding their company products. But the lockdown has been just lifted and people are afraid of stepping out from their home. Private Doctors are very much hesitant to open their clinics, but they are ready advice through telemedicine app. Our customers are emotionally not ready to entertain pharma reps. and patients too. This pandemic time is very much challenging for both FMCG and Healthcare industry. So, the companies can utilize this time more productively by virtual meetings with their customers. We all know Indian healthcare market is the most exciting and most challenging market to conquer. No other market has the kind of brand level competition which healthcare market have. The role of sales reps. is as important as any other marketer. Most of the companies are giving online trainings to the sales reps. to expand their product knowledge and upgrade the skills. Role of sales reps post COVID-19 will be a transformation from its traditional practice. Most of the local IMA (Indian Medical Association) have informed many pharmaceutical companies regarding the suspension of all visits from the representatives of pharma companies. We can see the inclination of doctors towards digital platforms has increased. More doctors are preferring to get the information updates from digital media.

The new normal for Pharma world

In this pandemic, healthcare system has reached the limits and even gone beyond something we have not seen before. The new normal has hit the entire world and has indeed not spared the pharmaceutical industry as well. All the marketers in pharmaceuticals seems to have suffered with "how to meet the doctors and remind them of their brand?" Instead of talking about their medicines, they can talk more about the emotional benefits and features of their brand. I think everyone likes to listen stories, so as the doctors. It is very much easy for the sales representatives to make recall their brands to the doctors, by simply telling them the stories. For example, when I was doing my internship in that, I was preparing a marketing plan for an aspirin spray. For the communication strategy part, I prepared a leave behind literature i.e. LBL, which contains a consumer centric, or else we can say patient centric story. A story of an old lady who was not able to walk properly, but after applying my brand she was not able to walk but she could dance as well. Cutting to short, my LBL was very much praised by my mentor Prof. Vivek Hattangadi (Chief mentor – The Enablers). So, whatever we are trying to communicate, we should try to communicate it in a story telling form. This evidently shows your creativity and a belief to trust your brand more.

Strategic and Tactical consideration for post COVID-19:-

Most of the pharmaceutical and healthcare companies are now stepped into digital world, with a new hope. It is very important to set some strategic and tactical goals for the companies. In a survey, it is found that most of the doctors prefers digital platform to update themselves when it comes to new launches in the healthcare market. Companies need to scrutinize the channels of marketing to understand which channel is going to produce more rate of interest and which can scale up the brand.

Skills required by our medical representatives may also be different in post COVID-19 era. Offerings to our marketing team and sales forces through various digital communication mediums. This will ensure sales force teams a borderless territories through video – audio communication, along with e – detailing tools. There are numbers of marketing tools available to help the brands stay on top in the league. These marketing tools are choose on the basis of your marketing strategies and tactics so always make sure the chosen tool should support your strategy, examples as follow: -

1. **Sales force** – It is a CRM software. Helpful for pharma marketers because it has many features with the help of which you can create your contents, e-mailing, e-detailing, websites, etc. (a multichannel).
2. **Core Value powered by Avenga** – It is also a CRM software. But it provides more features in comparison to the above. For example, in this you can have an accountability or measure of customer views on your respective brand, so that accordingly you can modify your sales and marketing strategies and it will be easy for the marketers to organize their targeted audience, key opinion leaders, etc.
3. **Media Tool Kit** – It’s a media monitoring tool helpful in tracking online mentions of your brand, competitors, etc. It is done by monitoring the websites, social media platforms, etc. Media Tool Kit helps in analyzing the brand engagement.

A post COVID-19 action plan:-

After the end of this health crisis, the businesses will come on track and a new normal will starts. All the marketers will need to adjust the go to market strategies for previously planned product launched. They need to plan the activities as per the market environment. Activities need to be productive and motivating for the sales force, because they are the ones who are going to deal with your customers. Obviously the marketers and sales forces have to deal the shift from in-person meetings to digital or virtual meetings. Pharma and healthcare marketing continuous, albeit from home offices and on virtual platforms. There is a trend of Omni channel marketing and online medical education campaign in this pandemic.

If we talk about the demand of e-Pharma then, that is already surges during COVID-19. Marketers needs to cater to the needs of this new marketing dynamics. A question arises that “how pharma is rethinking business strategies in a post COVID-era?” It is well known that, most of the pharm companies has started their marketing through digital

platforms by offering webinars, podcasts, which facilitate digital learning remotely will enable firms to continue to up skill their teams. Each pharma companies has built their own ways of interacting with customers in deep and meaningful ways.

Patient centricity in post COVID-19 era:-

As we all know that as more pharma companies are coming into digital marketing, it is becoming more a patient centric approach. Because of technological advancement and trends, patients are becoming more aware of the type of treatment - medication they are getting. Pharmaceutical marketers should take interest in this following trend – i.e. the shift into a patient centric environment. Earlier, patients used to rely on the healthcare providers when it comes to their treatment. But, now a days patients are becoming for aware of what they actually need, and are not dependent on the healthcare providers. They often take an online route whenever they seek any health related guidance. Patients are showing more interest in any treatment plan their healthcare providers may prescribe. Hence, pharmaceutical companies should also focus on the patient centric approach as well as on the customer centric. It seems that in the coming years, the direct consumers will become the most potential partners of the pharmaceutical companies. According to Google data, India became the world's 1st video consuming country in the world. Therefore, most of the consumers seeks the presence of pharmaceutical products on online platforms, so that it will be easy for them to get an access and read about the benefits of that respective drug, used for their treatment. The pharmaceutical companies now have to foster a relationship with public and develop a patient centric approach, as they play an important role in success of pharmaceutical products.



Fig. 1 Patient centric pathway.

There is no doubt that big data and artificial intelligence has changed the way of the marketing in not only in pharmaceutical sector but also in FMCG sector as well. These emerging technologies is providing this competitive edge in branding and point of differentiation. If the pharmaceutical companies will start using the advanced technologies like machine learning, big data analysis, and artificial intelligence, then it would become easy for the companies to analyze patient data more efficiently. And this can help in more consumer centric approach by customizing the treatment according to the disease demand and condition. From this we can interpret exact needs of our targeted customers & consumers.

Pharmaceutical marketing has stepped into Omni-channel marketing, where the use of digital platform has increased a lot. As most of the people use digital medium for seeking information, whether it is related to a drug or any type of disease. Before going to a certain doctor or physician, he/she would prefer to check on Google then they will proceed for the next step i.e. consulting a physician. Now a days, consumers are smarter they wants to know each and everything when it comes to their health issues.

Accordingly, pharmaceutical marketers are also focusing on their consumer along with the customers. Digital medium has widened this horizon of marketing in pharma world. Now the marketers are having more opportunities in digital era in comparison to the traditional method of marketing. Consecutively, use of artificial intelligence in pharma industry is at rise. Use of messaging apps and chat bots is quite convenient for the consumers, because in a survey conducted at global level, more than 70% of patients are confident in their ability to take responsibility of their own health. Messaging or chat bot facility can ensure 24/7 service for the dear consumers – customers, through that one can access information regarding the usage, dose or any Adverse drug reaction if any. We have an example, of J & J using an AI with a name called Andy (source – Vision Monday). Well, when it comes to Indians they are quite impatient and don't wait for replies through messages or chat bots. For our Indian consumers we should have a confidential call reviews, where they can share any doubt or queries.

In most of the European and US region, pharmaceutical companies are using different styles of marketing. They are promoting their product through influencer marketing, accessing chat bots, etc. and this makes the promotion easy. It impacts a lot on brand recalling between the customers and consumers as well. For an example, Novartis is collaborating with Queen Latifah for a brand called Entresto used for the treatment of heart failure. Through this the brand can connect with its consumer emotionally and an empathetic approach is there. When we talk about advertisements in collaboration with influencers, it is only limited for OTC brands. For example, Virat Kohli for Volini spray Priyanka Chopra for asthma nebulizers. As discussed earlier, video marketing is rising with a pace in pharmaceutical market. It is evident that most of the peoples prefer watching video in comparison to reading an article. Video marketing surely increases

engagements with the targeted audience by easily capturing their attention and providing relevant and required information. Most of the physicians prefers watching small clip videos of any drug or molecule, instead of reading medical publications or listening to some podcasts. It is well understood that, now a days everyone wants to take as much information as they can in a short time. Of course, the information they need should be relevant and easy to understand for a consumer. A successful example - Hims on baldness, in the video they targeted audience are men and focused on the problem of baldness in middle age men. Humoursly they have dealt with their audience, along with which they have delivered relevant information for them. Second example of Xiidra, an ophthalmic solution has set a great example in video marketing.

We have one more marketing channel for promotion i.e. content marketing, though it is not that much in demand in comparison to the video marketing, but still there are people who loves to read content marketing is for them. It builds loyalty based relationship with your respective audience. A relevant and informative content is helpful for the potential customers, this may results in gaining trust and loyalty of your targeted audience.



Fig. 2 – Digitalization in pharma – has become a one-step solution for our stakeholders.

RESEARCH OBJECTIVES

- To understand the relevance of branding in Indian healthcare industry in pre and post COVID-19 era.
- To understand the impact of new branding strategies on the mindset of our healthcare providers.
- To understand the importance of customer-consumer centric approach in post COVID-19 era.

RESEARCH METHODOLOGY

A total of 30 healthcare providers were selected for the survey which aims to find the building healthcare brands in post COVID-19 era. The variables were found based on the secondary research and then accordingly questions were formed. The author has conducted the survey to the above mentioned number of respondents. The objective is to answer the following questions. In addition to which, we would be able to know that, whether the branding in post COVID-19 era will be effective as it was in the pre COVID era.

RESEARCH QUESTIONS

1. Years of experience.
2. Does pharmaceutical promotion through digital platform enhance your knowledge (side effects, drug-drug interactions, contraindications, etc.) of the product?
3. Do CMEs through webinars keep you updated with new trends in the market?
4. Do you think communication strategies through digital media is effective and will be effective in the post COVID era, for the branding of healthcare products?
5. Have you been interacting with Pharma representatives physically during this pandemic?
6. Would you like the pharma representatives to meet you in person in the post COVID era?
7. Do digital platforms like Docplexus, DocMode, etc. (Social media platforms only for medical practitioners) are useful to you in knowing more about the medical subjects?

Based on the answers of the above mentioned questions, some prior knowledge gained.

SURVEY SAMPLE

For this research study purpose, a sample of 30 healthcare providers were surveyed through questionnaire. The sample consists of doctors of different specialties, which were differentiated on the basis of their experiences. There were around 33.5% of doctors with 5-10 years and more than 10 years of experience. Mostly 30% have more than 15 years of experience in this field, rest having 1-5 years of experience. The years of experience plays a significant role in their decision making so we took it as a variable for comparison.

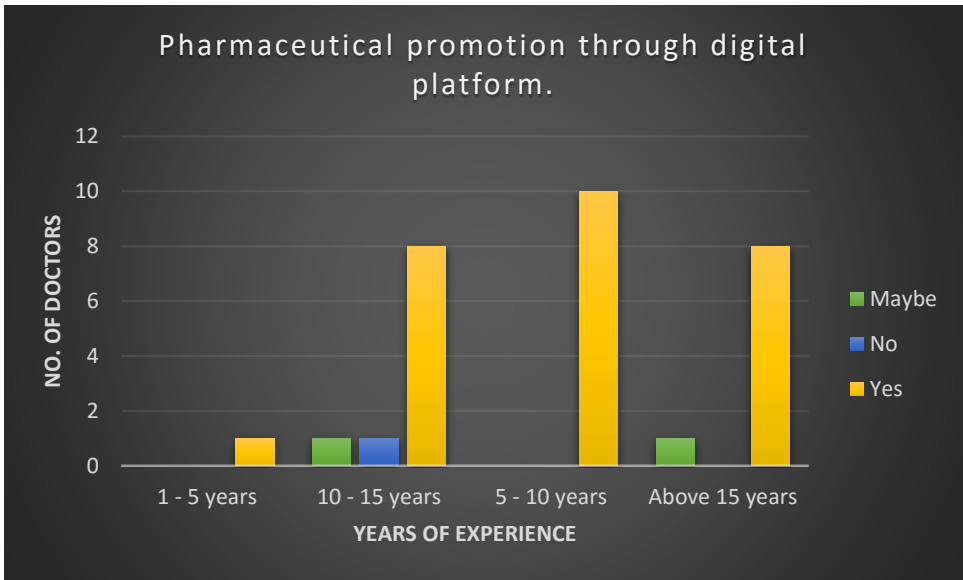
RESULTS

The results were analyzed by using Microsoft excel analytical tool. There are various variables shown in the below table, showing the perspective of doctors on branding of healthcare product in post COVID-19 era. Following are the analysis of the survey carried out earlier.



Graph-1; Years of experiences

We have divided our respondents on the basis of their years of experience. There are 10 doctors each of 5-10 years and 10-15 years. Only 9 doctors with an experience of more than 15 years. This variable is as important as other variables. The significance is that, Are experienced doctors are more adaptable to this upcoming digital era or the newly practitioners? Denoted the acceptance of digital marketing in the coming years by our experienced healthcare providers. Also, there will be some difference between the choices of our respective senior doctors and newly graduated doctors. It all depends on them, what is their choice? After all every healthcare provider wants a good effective drug with more therapeutic effect and less side effects in it, the cost of drug comes at last when it comes to health.



Graph 2; Pharmaceutical promotions through digital platforms.

Approximately, 27 i.e. 90% of doctors out of 30 has accepted the fact that yes promotions of pharmaceutical brands through digital platforms are effective. Maybe doctors feel like this is a good step in pharmaceutical world, because marketers are now focused towards the patients and doctors both. As in this fast moving world everyone is concerned about their health so they usually go digital to search about their cause. So this stepping into digital world is a good initiative for both companies and the buyers. Only 7% of thinks that it may be or may not be effective in comparison to the traditional way of marketing.



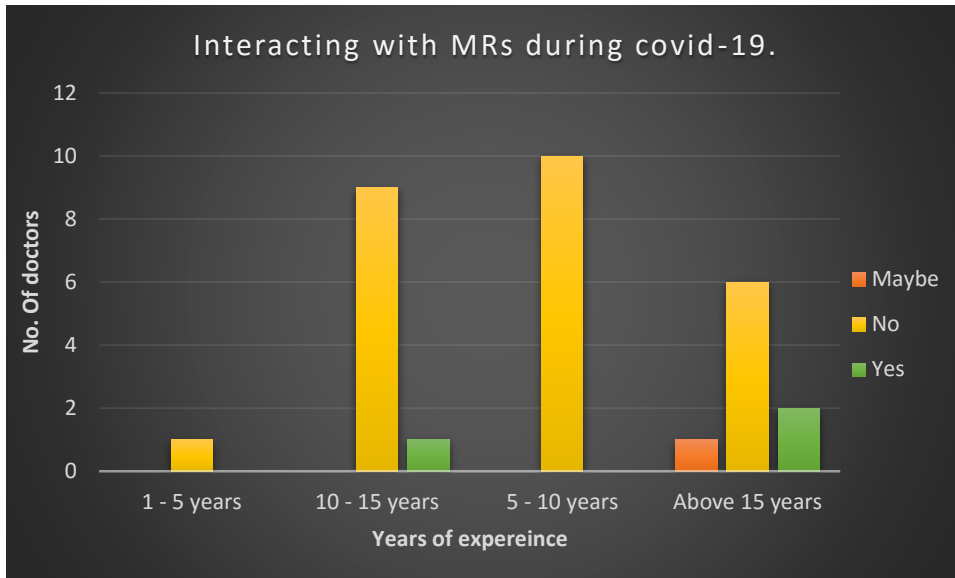
Graph 3; Do CMEs through webinars keeps you updated with new trends in market?

22 out of 30 respondents from different years of experience agrees the fact that CMEs through webinars keeps them updates with new trends in the market. Few respondents with more than 15 years of experience are still thinks that it may or may not be effective, when it comes to CMEs through webinars. This may be because of lack of awareness in using digital media, instead of that they prefer reading books, journals and articles to know more about the new upcoming drug.



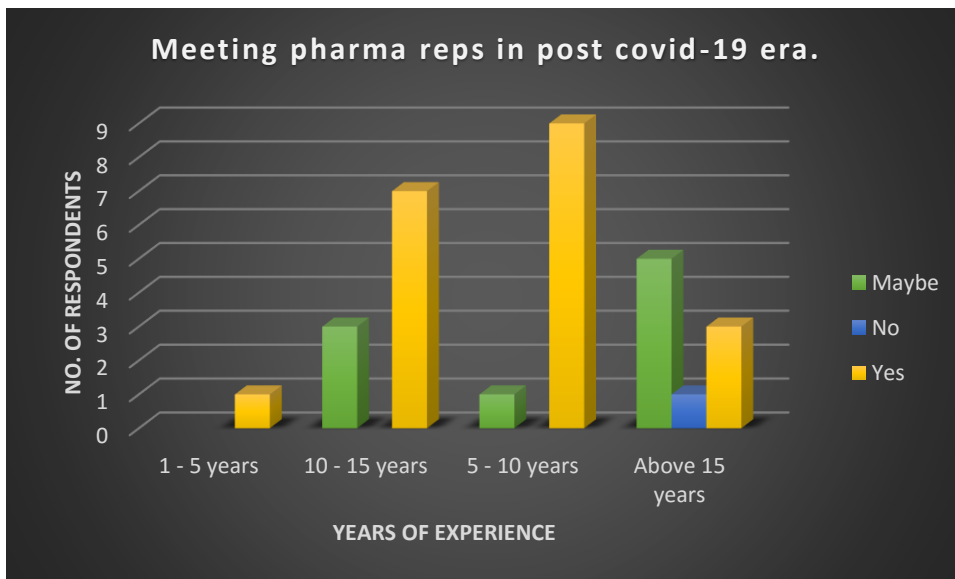
Graph 4; Do you think communications strategies through digital media is effective and will be effective in the post COVID-19 era?

Mostly, 22 respondents responded positive on communications through digital media. They must have liked the creativity in digital marketing. For example, visual aids designed digitally are more creative, informative and most important is cost effective. So, why not to prefer a cost effective strategy? On the other hand 6 out of 30 respondents are still confused with an adopting nature of digital era for marketing.



Graph 5; have you been interacting with pharma representatives physically during this pandemic?

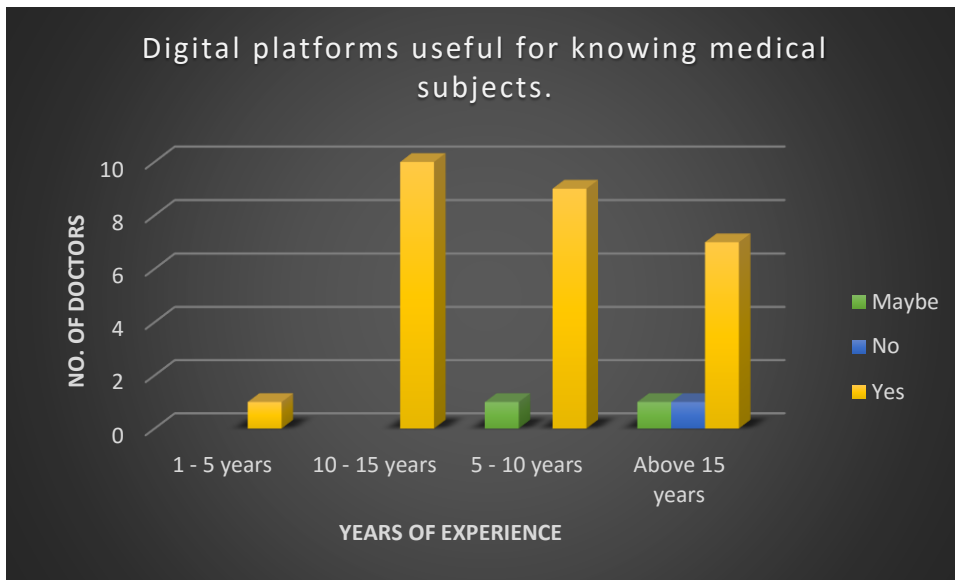
It is very much obvious because of pandemic rules and regulations, no one was allowed to meet anyone irrespective of their businesses. But still few doctors were there, those who were willing to meet and interact with the medical representatives and know more about the brand.



Graph 6; would you like to meet the pharma representatives to meet you in person in the post COVID era?

So, majority of respondents responded positive when it comes to meeting the representatives in person during post COVID-19 era. Yes, it is obvious that doctors with

an experience of more than 15 years are still reluctant to meet the pharma representatives in person because of their senior age. Although, doctors with 5-15 years of experience are willing to meet the reps in person without any problem. It seems like in digital era also most of the doctors are preferring an interaction in person with our sales representatives.



Graph 7; Do digital platforms like Docplexus, DocMode, etc. (Social media platforms only for medical practitioners) are useful to you in knowing more about the medical subjects?

Docplexus, DocMode, etc. are just like facebook in short, it is a social media platform for the medical practitioners. Looking at the above graph we can see that more number of doctors i.e. 10 has reacted positive on the use of social media for medical practitioners. Doctors with middle age are more active on social media platforms, may be that is the reason of agreeing to this above statement.

S.no.	Statements	Mean	Std. deviation
1	Pharmaceutical promotion through digital platform enhancing knowledge of the product.	0.933	0.217
2	CMEs through webinars keeps me updated with new trends in the market.	0.833	0.303
3	Effectiveness of communication strategies through digital media in the pre - post COVID era.	0.833	0.303
4	Interacting with pharma representatives in-person during COVID-19.	0.116	0.313
5	Would like to meet pharma representatives in person in the post COVID era.	0.816	0.278
6	Digital platforms like Docplexus, DocMode, etc. are useful to me in knowing more about the medical subjects.	0.933	0.217

Table 1. Descriptive analysis of the variables of the participants, 1 (3.3%) with 1-5 years of experience, 20 (66.6%) were with 5-10 & 10-15 years of experience, and 9 (30%) were with more than 15 years of experience.

As per the values provided in the above table 1. Pharmaceutical promotions through digital platform enhances the knowledge of the product as the mean of 0.933. As discussed earlier, the transformation of traditional marketing practices into digital marketing, is also adapting by the healthcare providers. A slight deviation seen in the second variable, where very few doctors have disagree on the statement that, CMEs through webinars keeps them updated with new trends in the market with a mean of 0.833. May be this is because of the lack of usage of technology by some of our respondents. On a daily basis, companies conducts 4-5 webinars for an hour, which is very hectic for the doctors also to attend. So, may be this made them to disagree on the given statement. There's no difference in the means of 2 and 3 variables, although reasons can be the same. Maximum doctors has disagreed on the fact of meeting with pharma representatives physically during the COVID-19 with a mean of 0.116. And they are also willing to interact in person with the pharma representatives in post COVID-19 era.

Approximately, 93% of doctors agrees on the fact that the digital platforms like Docplexus, DocMode, etc. are very much useful for them when it comes to knowing more about medical subject/products/trends. According to a survey conducted by SMRC (strategic marketing solutions and research centre), understanding the mindset of Indian Doctors during COVID-19. In that it was found that, at all India level 53% prefers meeting medical reps in person, 23% prefers through digital platform, and 24% prefers phygital (digital + physical). Also by taking Doctor's segment as a factor, it was found that, in super specialty segment 52% doctors prefers meeting in person with MRs, 24 % prefers through digital mode, and same for phygital. Approximately, 54% General physicians prefers more in person meeting with MRs.

CONCLUSION

The Indian healthcare industry has adopted new branding strategies for the post COVID-19 era. On the basis of the primary and secondary researches, we can conclude that patient centric approach while marketing of your brand is very much important, which can only be possible through digital marketing. It is very much evident now that marketing of a healthcare brand through digital media has become a paramount step in successful marketing and selling of product. With respect to the changes and challenges facing by the healthcare industry during this COVID times, it is important for these companies to implement effective marketing strategies for their products to sustain for longer time. Hence, very unique strategies should be implemented regarding promotion, packaging, etc. It is seen that, digital marketing is more of a patient centric approach. This can be done through various ways like videos, microsites, chatbots, etc. a patient centric approach is also very much important when it comes to healthcare marketing. Many companies have some customized patient adherence activities for example, side effect management plan, video training library, confidential patient call review, and customized coaching guide. For customer centric approach, they go for virtual meetings, journals, articles, case studies, digital visual aids, etc.

Through this primary and secondary research data, few conclusions can be drawn firmly by made. At first, new trends in branding of healthcare brands through digital marketing is quite challenging for the healthcare industries. Not every healthcare provider is willing to adopt this type of approaching. On the other hand, it has more become a patient or consumer centric marketing. We all are aware of the fact that branding is an important tool for every healthcare industry. Marketers needs to understand that the products or say drugs they offer and to whom they are offering too. So, this message should need to convey effectively to their potential customers-consumers. By making digital visual aids, microsites, and other effective communications activities this can be done. Second, not just your potential buyers, but the marketers should also look after their companies sales forces. There should be some motivational activities for the respective teams, because they are the ones who are going to deal with your customers at the end. Medical reps CRM solutions, hybrid mobile apps for sales reps and advisory services for the sales reps, just in case if some doubt arises.

In this way, healthcare companies are competing with best marketing practices and better branding styles in order to maintain their distinctiveness in the market.

ANNEXURE

Primary Research Methodology:-

1. **Sample size** ;- 30 doctors.
2. **Survey instruments** ;- The survey contained 7 questionnaire items, with each item requiring response, and was intended to take roughly 7-8 minutes to finish.
3. **Sample segment** ;- Physicians & specialists.
4. **Survey questionnaire** ;-

I am Divya Thakur, a student at IIHMR University. I am conducting this survey as part of a project.

I am requesting you to take part in a study to know your views on "Building healthcare brands in the post COVID era".

Sir/Madam, I assure you that the information you give will be confidential and will not be known to any other person except me. I request for your co-operation to help a budding student.

I agree to participate – 1. Yes. 2. No.

- A. Years of experience
- 1 – 5 years.
 - 5 – 10 years.
 - 10 – 15 years.
 - Above 15 years.
- B. Does pharmaceutical promotion through digital platform enhance your knowledge (side effects, drug-drug interactions, contraindications, etc.) of the product?
- Yes
 - No
 - Maybe
- C. Do CMEs through webinars keep you updated with new trends in the market?
- Yes
 - No
 - Maybe
- D. Do you think communication strategies through digital media is effective and will be effective in the post COVID era, for the branding of healthcare products?
- Yes
 - No
 - Maybe

E. Have you been interacting with Pharma representatives physically during this pandemic?

- Yes
- No
- Maybe

F. Would you like the pharma representatives to meet you in person in the post COVID era?

- Yes
- No
- Maybe

G. Do digital platforms like Docplexus, DocMode, etc. (Social media platforms only for medical practitioners) are useful to you in knowing more about the medical subjects?

- Yes
- No
- Maybe

5. **Data analysis** ;- Microsoft Excel was used to perform data collection and analysis.

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