POST COVID BRAND BUILDING

SUBMITTED BY

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Errors and omissions are entirely mine.

20th September, 2020

Aishwarya Ghadse
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Executive Summary

As the Pandemic has affected the whole world and everyone is facincrises due to this COVID. In this situation each and every country, industry and company is affected. As we know the whole Pharma industry also faced many kinds of crises and challenges.There were certain changes which happened in industry due to COVID and the whole industry started a new business. The challenges which the Pharma and healthcare industry started facing due to which the whole working way of industry is changed. Each member of the company was having trouble in adapting to this new way. As we know the Pharma industry isa knowledge based industry and Medical Representatives visit doctors and detail them about the products. In this pandemic this conventional approach got changed and companies started meeting doctors through video calling, telephonic conversations. This was one of the challenging jobs for the team and also for the doctors. The doctors changed their way on consulting as in

COVID patients were not visiting doctors .Doctors started a new platform of digital way for consulting patients. This was a new way and it was very difficult to do consulting on a virtual basis.In this pandemic companies use to approach doctors through telephonic call which was one of the difficult ways to to attend sales person and to also do online consulting. Patients also started taking online consulting to protect themselves from the virus. These patients face many kinds of problems in online methods. Everything has Its pros and cons and thus pandemic we have seen that digital method is easy but one of the difficult ways. In the brand building a marketer has to analyse the market in a broader way. Due to this COVID brand managers have to take a pandemic as one of the important challenges in brand building. They need to analyse the situation and plan their product so that new methods should be

taken into consideration as it can help the brand to grow in a proper way post COVID situation. This can be a new era for both Healthcare and Pharma Industry as this new way I am not common in this industry. As the professionals from Pharma industry have different view about this digital platform as some feel that this is one of the better methods to connect with everyone and due this online mode they are having balanced work life as some of the managers are facing challenges through this method as they are many kind of issue they are facing such as connective, no one to one contact with the sale people and the motivating factor is also not there in the work from home method.

The brand managers are focusing on the reputation of the brand and are doing more promotion for better growth of their product. The doctors are facing many challenges in this period but they are talking safety as a first priority. The buying behaviour of the people has changed in this period as people are more focusing towards online methods as it is sage and easily available at this time. The patients and also the people are more looking towards the immunity boosting and nutrient products. The patients are also focusing on the health related things as everyone is concentrated towards safety and fitness. Some of the patients are aware about the telecommunication method and others are learning this can play an important role in the healthcare industry as patients will prefer teleconsulting method which can be a big change in the healthcare industry as this can cost less money as it is less time consuming and easily available. The supply chain and distribution is highly affected due to the pandemic crises due lockdown the whole supply was not happening and this affected both pharma and healthcare industry. But now the supply chain has again gained business and they are having a great profit in the scenario. Through this whole primary and secondary research the outcome is that the industry has changed their way of doing things and they are implementing new technologies and changes which will play an important role in bringing a new era and healthcare and pharma industry for the benefit companies , patients and doctors. The digital platform will be the new more beneficial for the industry

CHAPTER 1

INTRODUCTION TO THE PROJECT

INTRODUCTION:

The COVID- 19 pandemic has fundamentally changed the world as we know it. People are living differently, buying differently and, in many ways, thinking differently. It is a critical time, and the brands must go an extra mile to make it work with its consumers by designing post covid strategies that build trust and engage its audience in a post- lockdown conversation.

WHAT IS BRAND BUILDING?

Brand building is the process of generating awareness and promotion of the services of a company through direct advertising campaigns or through sponsorship. Brand building strategies bring consumers closer to the brand and provide value for them so that they can know, feel and experience the brand.

HEALTHCARE BRAND BUILDING:

The Healthcare industry is undergoing rapid change. Thirty years ago, patients made healthcare decisions based on physician referrals, recommendations, and prior experiences; hospitals and physician practices did not need to market aggressively.Fast forward to today, where the average patient is now a proactive healthcare 'consumer' who researches health information and relies on physician reviews.As the effects of the Affordable Care Act unfold beyond 2016, alternatives to traditional health management continue to evolve. Technological advances make it easier for people to diagnose themselves based on their symptoms, coming to doctors well informed. The healthcare industry remains as competitive as ever, and healthcare organizations must differentiate themselves with a strong and consistent brand position.

A NEW ERA IN HEALTHCARE:

Due to pressures to reduce healthcare costs, focus on healthcare has shifted to consumers. Patients now play a large role in managing their health—both inside and outside of the healthcare setting. Targeting patients and effectively engaging them requires a smart, revitalized positioning strategy and proper, consistent execution.Proper positioning is an art, as well as a science.How is your healthcare brand positioned, is it clear to your target audiences? Is your level of care and service genuine, relatable, or outstanding? In the eyes of consumers, brands that genuinely make them feel special and taken care of are worthwhile investments. It’s more important than ever to position healthcare brands in a way that highlights the different, superior service delivery the brand provides.

As a healthcare brand, your positioning is critical to successfully grasp a meaningful piece of the market. Here are five factors to consider to better structure your organization’s brand positioning:

1) Conduct a Current Brand Audit

Effective positioning is based on research that analyzes buyers' attitudes, as well as their reaction to actual brand experiences within the marketplace. Study how different stakeholders currently react to interactions with your brand. Discover what is imperative to your target customers regarding healthcare service delivery and what drives their purchasing decisions today.

2) Define and Characterize the Market

Identify the relevant market segments. Develop a differentiated, defensible market position and provide a translation of product and service benefits that are meaningful to different audiences. Suppliers, patients, and doctors will all perceive value differently so make sure your positioning encompasses the needs of all audiences.

3) Focus Brand-Building on Opportunities That Drive Growth and Improve Performance

Discover what is most important to your target customers and what drives their actions. Determine key stakeholders' unmet needs, wants, and desires. Compare your positioning to your competitors to distinguish your uniqueness. Find holes in the market that match your organization's purpose, and align the two to drive meaningful growth.

4) Create Brand Architecture and Formalize Naming Conventions

Brand architecture is the strategic and relational structure for brands. Naming conventions can support clarity and understanding of the divisions within a brand's architecture. Mergers and acquisitions have made the healthcare industry confusing and undefined. In a sea of sameness, creating a consistent, descriptive naming convention is one way a brand can drive consistency. Brand architecture also sets the stage for enabling efficient communications and assures easier extensions of your brand.

5) Define and Create Unique Brand Experiences for Patients, Physicians, and Employees

Establish strategic initiatives that create a patient experience aligned with the brand promise. Communicate the new position and strategy to internal audiences and develop the messaging and communications strategy to build brand awareness. Consistency and disciplined execution raises awareness and makes the messaging behind your brand positioning stronger and more impactful in the long run.

IMPACT OF COVID ON PHARMACEUTICAL INDUSTRY:

The COVID–19 pandemic has disrupted supply chains across the world. Every sector, including pharma, is suffering from supply chains coming to a grinding halt. Prices of raw materials have shot up amid limited supply, production schedules have been interrupted, factories have been shut down and shipping costs are sky-high in most countries. The impact on the Indian pharma sector is typically evident, given that most raw materials are procured from China, the epicentre of the outbreak.With the movement of people and goods restricted amid lockdowns, manufacturers of generic drugs are unable to launch products or conduct clinical trials. As a result, timelines for drug filings have gotten stretched. Furthermore, cash flows from new generic drug launches have either been wiped out or delayed. Indian drug manufacturers face other challenges as well. An Indian pharmaceutical facility can sell drugs in the US only after it has been inspected and approved by the US FDA. With the ban on international travel, inspection is naturally out of question, rendering it impossible for Indian drug companies to sell in the US and other overseas markets. The pandemic has also forced generic drug manufacturers, both contract and captive, to delay their plans for new product launches.When product launches and clinical trials by large global pharma companies are delayed, the drug companies from which they source materials face the heat. Low sales, therefore, pose another major concern for Indian drug manufacturers supplying to international pharma giants.Some Indian pharma facilities had to be shut as workers tested positive for COVID–19. Plants that are operational are producing less due to manpower crunch amid lockdown and social distancing measures. In short, production timelines have changed drastically.

IMPACT OF COVID ON CONSUMERS

- Consumers are deeply concerned about the impact of COVID-19, both from a health and an economic perspective.
- Shifts in purchasing behavior
- Change in attitude

OBJECTIVE :

- Understand the consumer buying behaviour to increase business outcome.
- To understand the prevalence of digital marketing in pharmaceutical and healthcare industry during covid and also post covid era.
- To analyze the preferences and changes in behaviour of patients, doctors and brand managers during the COVID era.

CHAPTER 2

RESEARCH METHODOLOGY

QUALITATIVE RESEARCH

Qualitative research is a process that is about inquiry. It helps create in-depth understanding of problems or issues in their natural settings. This is a non-statistical method. Qualitative research is heavily dependent on the experience of the researchers and the questions used to probe the sample. The sample size is usually restricted to 6-10 people. Open-ended questions are asked in a manner that encourages answers that lead to another question or group of questions. The purpose of asking open-ended questions is to gather as much information as possible from the sample.

QUANTITATIVE RESEARCH

Qualitative research is a structured way of collecting data and analyzing it to draw conclusions. Unlike qualitative methods, this method uses a computational and statistical process to collect and analyze data. Quantitative data is all about numbers. Quantitative research involves a larger population — more people means more data. With more data to analyze, you can obtain more accurate results. This method uses close-ended questions because the researchers are typically looking to gather statistical data. Online surveys, questionnaires, and polls are preferable data collection tools used in quantitative research. There are various methods of deploying surveys or questionnaires. Online surveys allow survey creators to reach large amounts of people or smaller focus groups for different types of research that meet different goals.

Survey respondents can receive surveys on mobile phones, in emails, or can simply use the internet to access surveys.

PRIMARY RESEARCH

Qualitative primary research was carried out to understand the preference and behavior of patients, brand managers and doctors in change in buying behavior, post covid brand building and practising behavior, respectively.This helped us to understand the overall view of post covid and during covid changes in Pharmaceutical and Healthcare industry.A questionnaire was formed to conduct the research which include the mix of open-ended and close ended questions and was sent to doctors from different speciality, random patients with different age groups and brand managers of different organisations. After successful collection of data, the data was entered into SPSS and was further analysed using the same software.

SECONDARY RESEARCH

Secondary research was carried out based on the available information and published studies.These documents were available at online college library and websites. Secondary data helped us understand what research efforts have been made so far and to utilise this information in mapping out a novel direction for our research.We gained insights into methods and findings from previous researchers which would help us define our own research process. Secondary research also helped us to identify knowledge gaps that can serve as the name of our own research.

SCOPE AND LIMITATIONS

Face to face interview with the doctors was not possible due to the ongoing COVID-19 pandemic. Getting responses from doctors sometimes becomes more difficult due to poor connectivity issues and also if a doctor is digitally inactive, because of which uncertainty in the responses was observed. Due to COVID crisis doctors were busy with their daily schedules, viewing questionnaire or mobile phones was less prioritized. A detailed questionnaire could not be prepared as the sample questionnaire needed to be short to be in line with convenience of filling the forms by the HCPs.

CHAPTER 3

LITERATURE REVIEW

Article no 1: How COVID 19 will permanently change consumer behavior

Consumers are deeply concerned about the impact of COVID-19, both from a health and an economic perspective. The highest level of fear is around the impact on the economy, with 88% of consumers revealing they are worried, while 82% worry about the health of others, exceeding the fear for personal health or personal job security. Consumer priorities have become centered on the most basic needs, sending the demand for hygiene, cleaning and staples products soaring, while nonessential categories slump. The factors that influence brand decisions are also changing as a "buy local" trend accelerates. Digital commerce has also seen a boost as new consumers migrate online for grocery shopping—a rise that is likely to sustain post-outbreak. Consumers are adopting new habits and behaviors that many anticipate will continue in the long term. The trend toward digital commerce is expected to continue post-outbreak with consumers reporting that the proportion of instances they shop online will increase from 32% to 37% after the outbreak.

Article no 2: How the COVID 19 pandemic has changed consumer behaviour

Falling incomes coupled with low optimism about the economy is making Indian consumers spend more on essentials. 91% Indians changed their shopping behaviour due to the crisis. Many urban consumers, increasingly working from home and reluctant to deal with crowded public places, are moving online for their shopping needs. There has been more than 10% growth in online shopping across categories during the pandemic globally, according to Mckinsey, and it is expected that consumers will continue with this practice even if brick-and-mortar stores reopen. Some of the consumer behaviour shifts include – rise in self-reliant 'do it yourself' values, increase in consumption of health and fitness supplements, community purchases through apps/websites, increased use of 'super apps' for shopping due to convenience, etc.

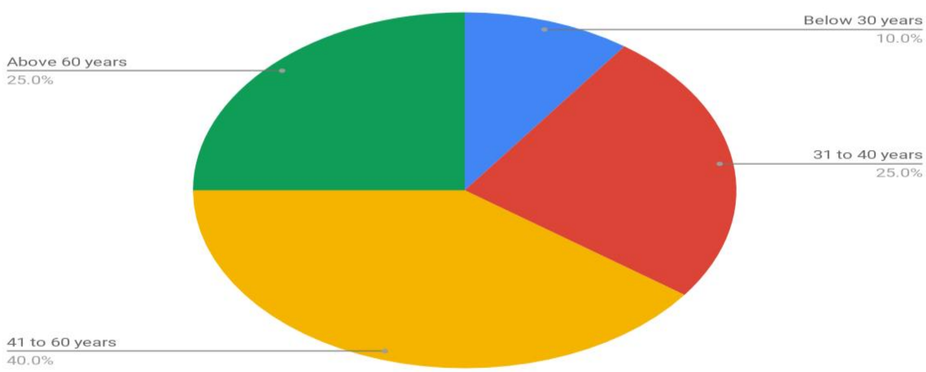
Article no 3: Pharmaceutical industry expected to see positive growth this year: Charu Sehgal, Deloitte India

Despite the lockdown exemption, following challenges being faced by the Indian pharma companies. Manufacturing units/warehouses not working at full utilisation, due to unavailability of staff. Non-Availability or disrupted supply of raw materials and packing materials. Absence of seamless internet data connectivity with staff is creating issues in day to day work. Marketing staff facing issues in generating sales as they are unable to conduct in-person sales calls as they used to in the pre-Covid scenario. The companies that have operations across the globe are facing issues with regard to their operations and staff in those locations.

CHAPTER 4

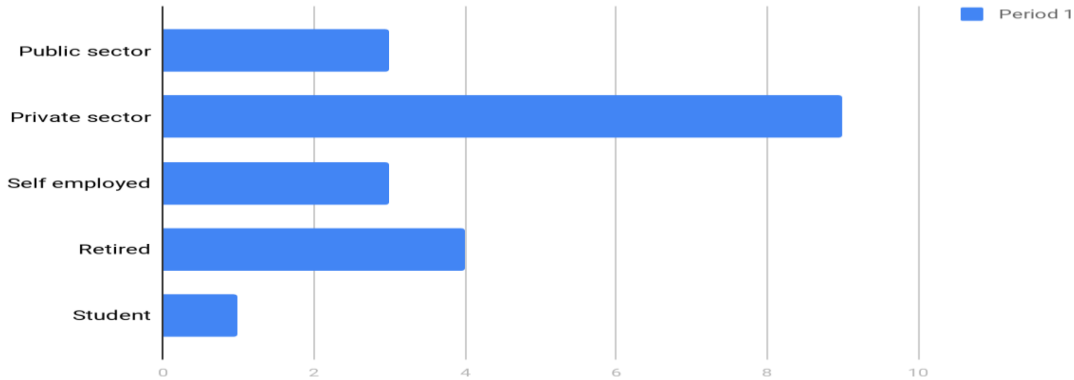
DATA ANALYSIS AND FINDINGS

Patients:
Sample size - 20
Location - Mumbai, Thane and Chandigarh
Disease range - Chronic disorders like diabetes, hypertension and hypercholesterolemia
Gender: 14 male and 6 females



Comments: Majority of the individuals are between 41 to 60 years of age i.e middle aged population as they are prone to chronic disorders.

Occupation:

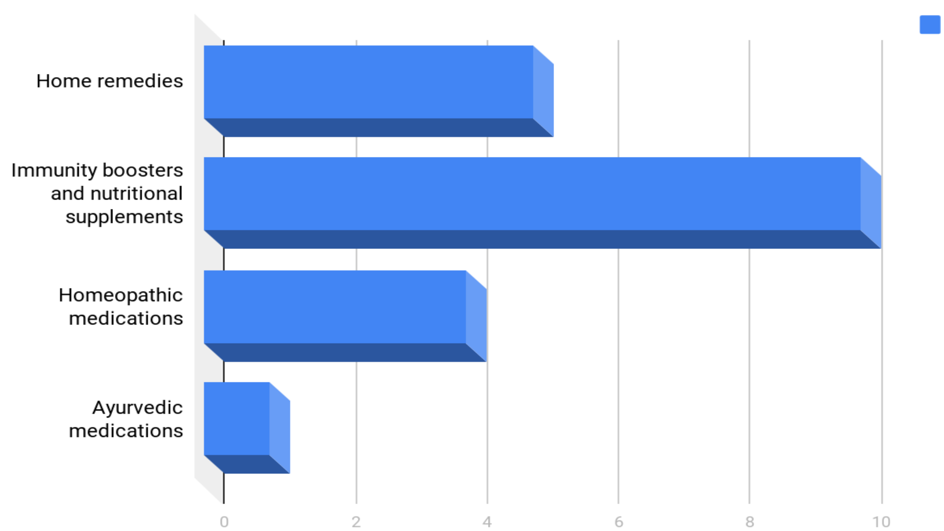


Comment:

45% individuals from the sample size are working in the private sector. 20% of the total sample are retired.

Preventative measures:

The given sample was asked about the preventative health measures they take to combat the ongoing pandemic.



Comment:

50% of the total number of individuals rely on immunity boosters and nutritional supplements to remain healthy. The other 25% does home remedies and the remaining individuals rely on homeopathic (20%) and ayurvedic (5%) medications to remain healthy.

Question:

Rank the following factors taken into consideration while purchasing medications in the ongoing pandemic.

Test Statistics[a]

N	20
Chi-Square	44.514
df	5
Asymp. Sig.	.000

a. Friedman Test

Ranks

	Mean Rank
Factors_Availability	4.25
Factors_Safedelivery	4.50
Factors_Quality	2.85
Factors_Price	4.95
Factors_Medicalsecurity	2.70
Factors_Financialsecurity	1.75

H0: No significant difference in ranks of the factors taken into consideration while purchasing medications during the ongoing pandemic.

H1: Significant difference in ranks of the factors taken into consideration while purchasing medications during the ongoing pandemic.

$\alpha = 0.05$

Probability distribution: Friedman's test

$p = 0.00$

$\alpha > p$. Therefore, reject the null hypothesis.

Hence, there is a significant difference in ranks of the factors taken into consideration while purchasing medications during the ongoing pandemic.

According to the given data, the given factors can be ranked as follows:

1. Financial security
2. Medical security
3. Quality
4. Availability
5. Safe delivery
6. Price

Question:
Rate the following statements according to the given ratings with 5 being the highest and 1 being the lowest

Cluster analysis:

Hierarchical cluster:

13	1	11	3.000	10	0	18
14	2	4	3.000	7	2	17
15	3	8	3.600	11	0	17
16	6	14	4.000	12	0	18
17	2	3	4.000	14	15	19
18	1	6	4.556	13	16	19
19	1	2	6.929	18	17	0

Cluster 1 = 6.929 - 4.556 = 2.373

Cluster 2 = 4.556 - 4.000 = 0.556 **(Highest)**

Cluster 3 = 4.000 - 4.000 = 0

Therefore, number of clusters = 2

K-means cluster:

Number of Cases in each Cluster

Cluster	1	8.000
	2	12.000
Valid		20.000
Missing		.000

Initial Cluster Centers

	Cluster	
	1	2
I_am_fearful_for_my_own_health	4.00	5.00
I_am_fearful_for_the_health_of_my_family	4.00	5.00
I_am_worried_about_the_impact_on_my_job_security	5.00	5.00
I_am_worried_about_the_impact_on_the_economy	2.00	5.00
I_am_worried_of_using_the_wrong_drug	5.00	4.00
I_am_worried_of_wrong_self_diagnosis	5.00	4.00

Analysis:

Cluster 1:

The individuals in cluster 1 i.e 8/20 are fearful about their own health and the health of their family. They are concerned about the effects this pandemic may have on their job security. They are also apprehensive of using the wrong drug and wrong self diagnosis.

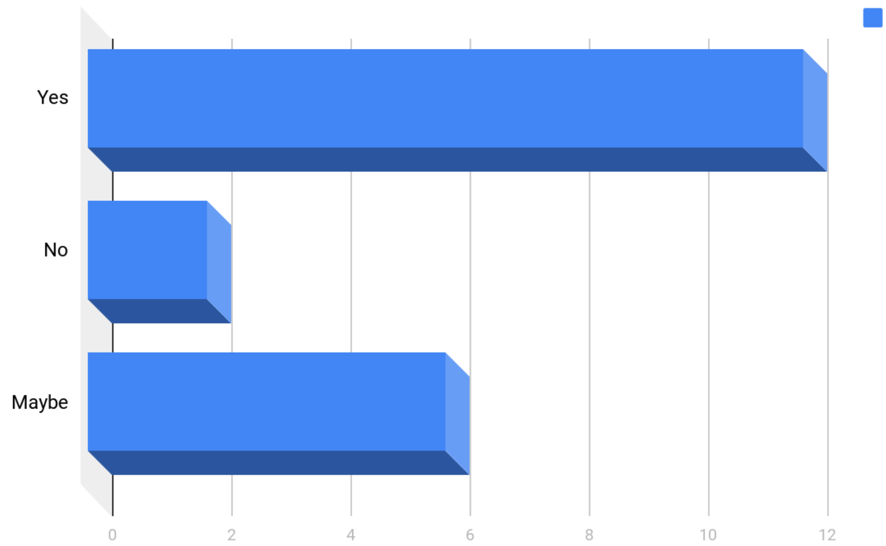
Cluster 2:

The individuals in cluster 1 i.e 12/20 are fearful about their own health and the health of their family. They are concerned about the effects this pandemic may have on their job security and the economy. They are also apprehensive of using the wrong drug and wrong self diagnosis.

We will take the analysis of cluster 2 into consideration as it has more number of individuals i.e 12/20.

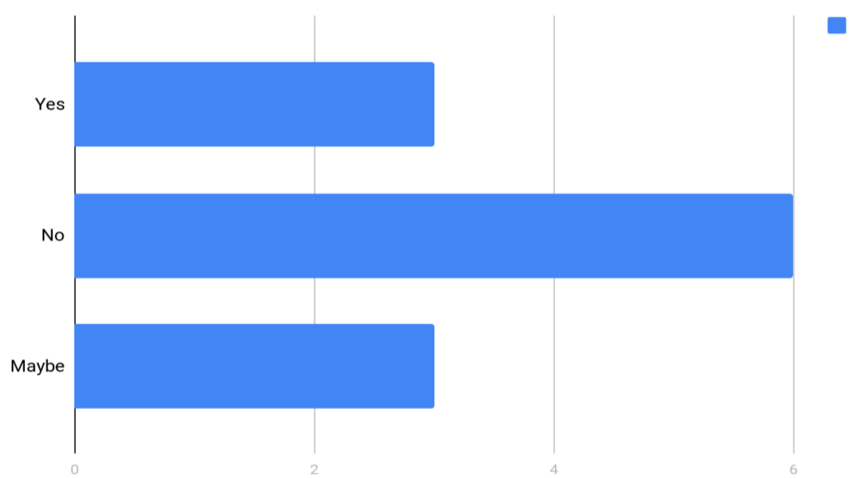
Question:

Changes in shopping behaviour:



Comment:

60% of the total number of individuals agreed that they have adopted changes in their shopping behaviour during this pandemic.

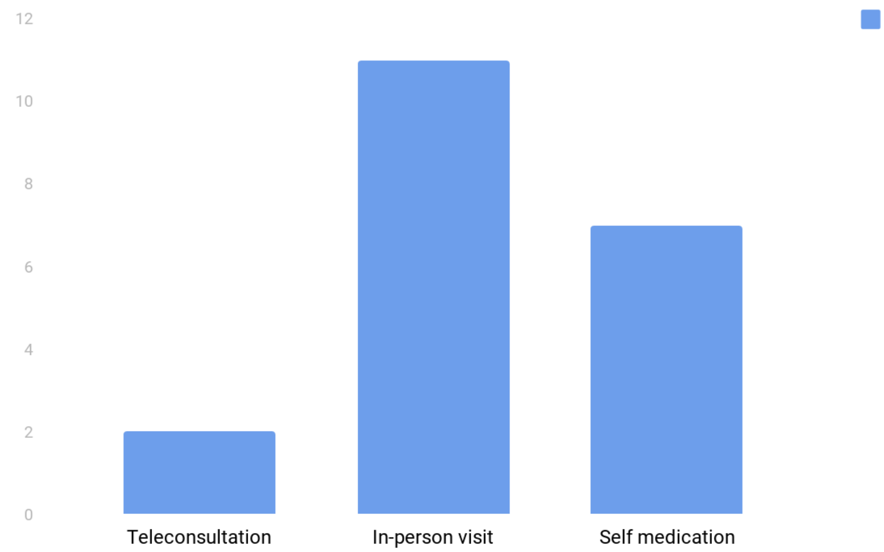


Comments:

Out of the individuals who said yes to adopting changes in their shopping behaviour (12/20), 50% of the, (6 individuals) said that they would not be continuing with this changes post COVID-19 pandemic.

Question:

Managing doctor consultation:



Comments:

55% of the total individuals still resort to in-person visits for doctor consultations. 35% resort to self medication for treating minor ailments. Only 10% of the individuals use teleconsultation as means of doctor consultation. This shows that the awareness of teleconsultation among patients is low.

Summary of analysis of patient data:

According to the primary research conducted on patients, 50% of the total number of individuals rely on immunity boosters and nutritional supplements to remain healthy. The other 25% does home remedies.

According to the Friedman's test conducted, Financial security and Medical security were ranked at the top as the factors taken into consideration while purchasing medications during the ongoing pandemic.

60% of the total number of individuals agreed that they have adopted changes in their shopping behaviour during this pandemic. However, half of the individuals who have adopted these changes have agreed that they will not continue with these changes in future.

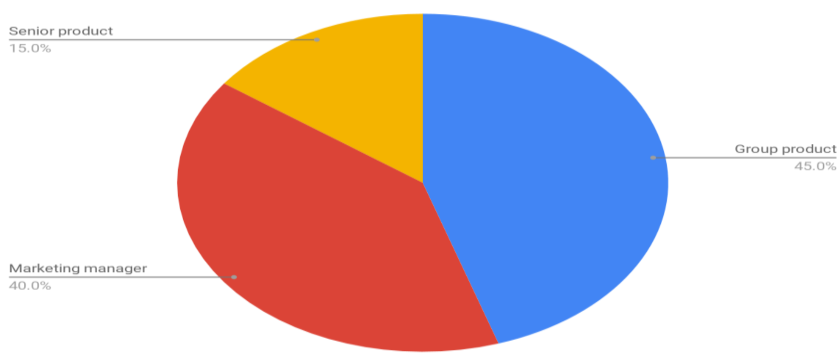
55% of the total individuals still resort to in-person visits for doctor consultations. 35% resort to self medication for treating minor ailments. The awareness of teleconsultation in the minds of patients is low. Hence, proper measures should be taken to increase it.

Brand managers:

Sample size: 20

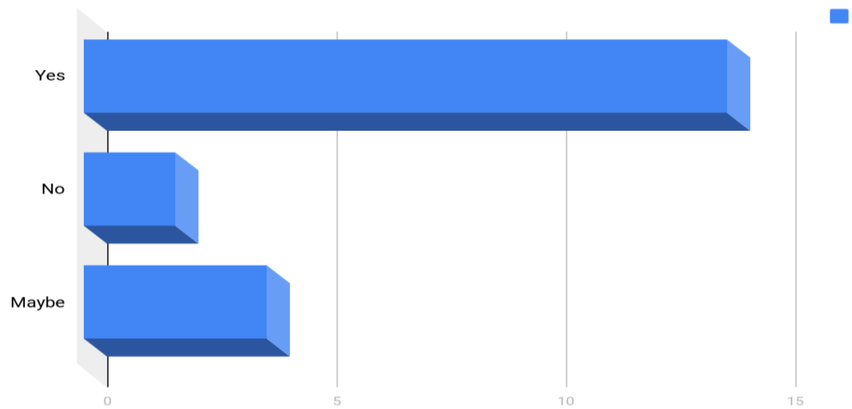
Locations: Mumbai, Powai and Chandigarh

Designation:



Question:

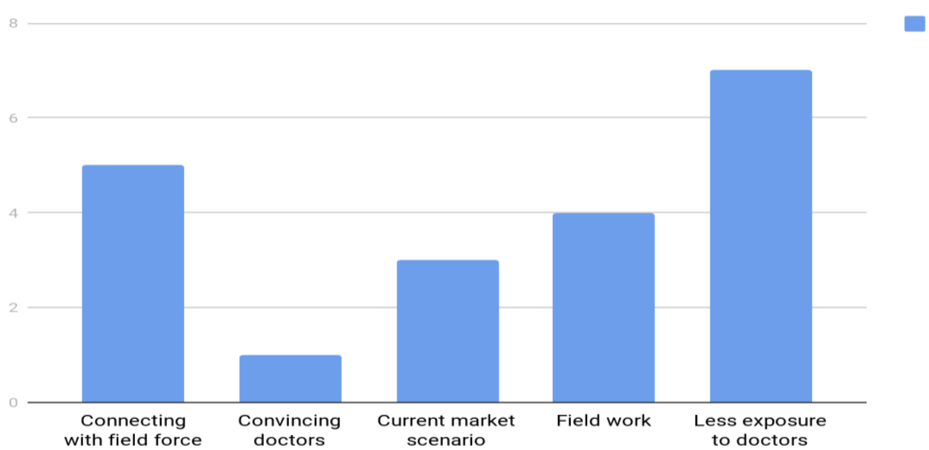
Impact on business model:



Comments:
Majority of the brand managers (70%) of the total sample size agree that their business model has been impacted by the pandemic.

Question:

Challenges faced during this COVID-19 crisis:



Comments:

35% of the brand managers feel that less exposure to doctors is the main challenge they are facing. 25% feel that connecting to the field force is an extensive challenge they are facing nowadays. Others consider field work, current market scenario and convincing doctors to be challenges faced during the ongoing pandemic.

Question:

Working from home scenario:

Cluster analysis:

Hierarchical cluster:

14	4	8	3.000	0	0	15
15	4	7	3.500	14	9	17
16	3	5	4.000	13	0	17
17	3	4	5.778	16	15	18
18	1	3	8.944	0	17	19
19	1	2	15.158	18	0	0

Cluster 1: 15.158 - 8.944 = 6.214

Cluster 2: 8.944 - 5.778 = 3.166 **(Highest)**

Cluster 3: 5.778 - 4.00 = 1.778

Cluster 4: 4.00 - 3.50 = 0.5

Therefore, the number of clusters = 2.

K-means cluster:

Number of Cases in each Cluster

Cluster	1	18.000
	2	2.000
Valid		20.000
Missing		.000

Initial Cluster Centers

	Cluster	
	1	2
I_have_the_right_tools_to_be_able_to_work_from_home	3.00	2.00
I_can_collaborate_easily_with_my_colleagues	2.00	4.00
I_am_more_productive_at_home_than_I_am_in_the_office	1.00	5.00
I_enjoy_working_from_home	4.00	5.00
I_am_professionally_satisfied_at_home_than_I_am_in_the_office	3.00	4.00

Cluster 1:

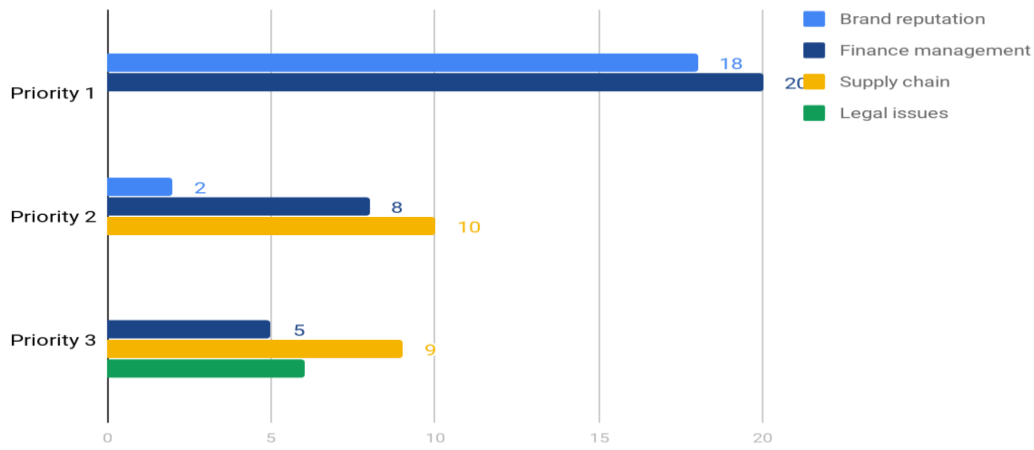
Individuals in cluster 1 i.e 18/20 individuals feel that they have the right tools to be able to work from home. They also enjoy working from home and are professionally satisfied at home than in the office. The statements of this cluster should be considered as there are more number of individuals in this cluster.

Cluster 2:

Individuals in cluster 2 i.e 2/20 individuals feel that the can easily collaborate with their colleagues. They are more productive at home than at the office. They also enjoy working from home and are professionally satisfied at home than at the office.

Question:

Highest priorities for brand:



Comments:

Brand reputation and finance management are the highest priorities for the brand managers in the given sample.

Question:

Analysis of at risk factors according to brand managers:

1 - low risk to 5 - high risk

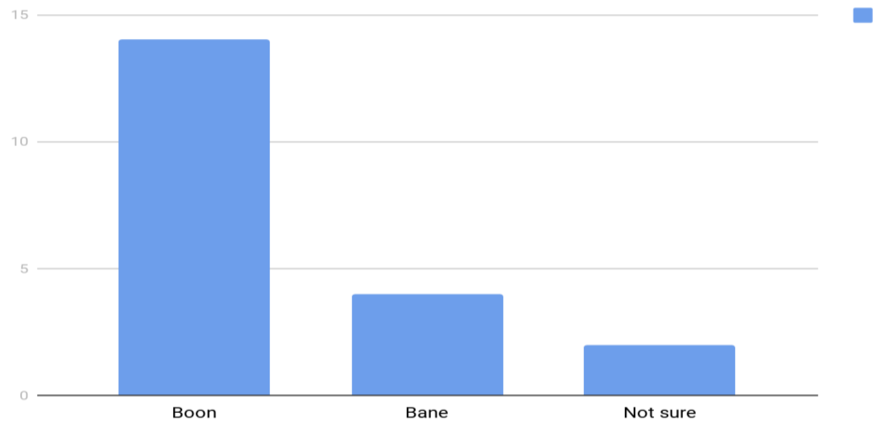
Factors	Average rating
Impact on demand	2.9
Supply chain disruption	4.65
Concern of profitability	3.15
Non-availability of workforce	3.85
Governance and regulatory risk	1.6

Comments:

According to the brand managers, supply chain disruption is at the highest risk during this COVID-19 crisis. The other high risk factors are non-availability of workforce and concern of profitability. Governance and regulatory risk are at the lowest risk according to the brand managers.

Question:

Telecommunication: Boon or bane



Comment:

Telecommunication is a boon according to majority (70%) of brand managers during this ongoing pandemic.

Summary of analysis of brand manager's data:

Majority of the brand managers (70%) of the total sample size agree that their business model has been impacted by the pandemic.

The challenges faced by brand managers during the COVID-19 pandemic are extensive. The business model of the companies have been disrupted and traditional pharma selling cannot be done due to constraints. 35% of the brand managers feel that less exposure to doctors is the main challenge they are facing. 25% feel that connecting to the field force is an extensive challenge they are facing nowadays.

The pandemic has forced people to work from home. According to the data collected from the brand managers, they feel that they have the right tools to be able to work from home. They also enjoy working from home and are professionally satisfied at home than in the office.

Brand reputation and finance management are the highest priorities for the brand managers which need to be maintained in the current pandemic.

According to the brand managers, supply chain disruption is at the highest risk during this COVID-19 crisis. The other high risk factors are non-availability of workforce and concern of profitability. Governance and regulatory risk are at the lowest risk according to the brand managers.

Hence, about 70% of the total sample of brand managers consider telecommunication as a boon for pharma selling as the traditional method is not effective due to constraints of the pandemic.

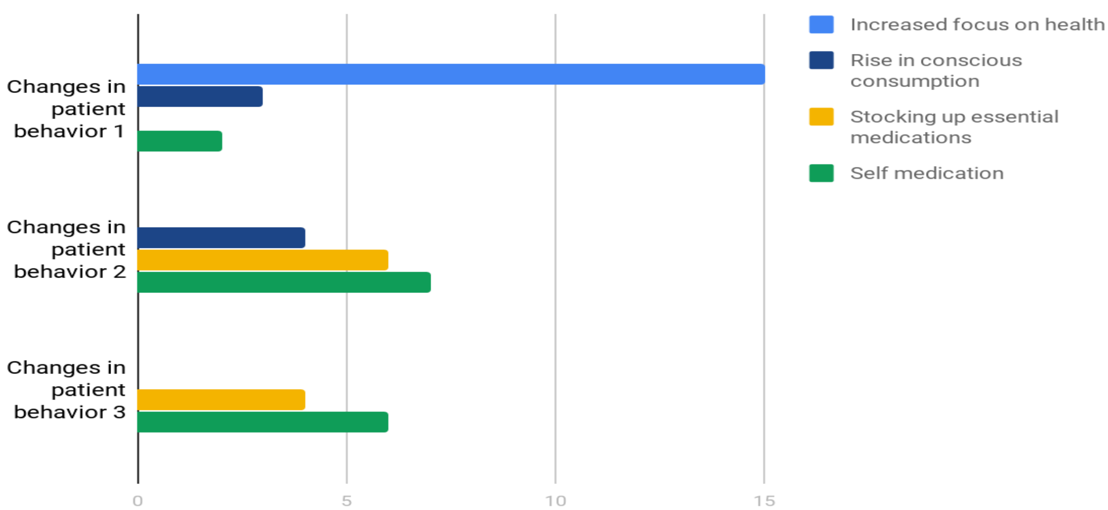
Doctors:

Sample size: 20

Locations: Mumbai and Chandigarh

Designations: 10 CP and 10 GP's

Changes in patient behavior:



Comments:

According to HCP’s, the biggest change in patient behavior is increased focus on health as individuals have become more health conscious and realized the importance of hygienic practices during the pandemic. The second and their most important behavior observed among patients was the increased reliance on self medication. It may be due to inaccessibility and increased risk of visiting doctors during the pandemic. Patients have also started stocking up on essential medications.

Question:
Challenges faced by doctors during the COVID-19 pandemic:

Test Statistics[a]

N	20
Chi-Square	45.080
df	4
Asymp. Sig.	.000

a. Friedman Test

Ranks

	Mean Rank
Challenges_ losingpatients	4.70
Challenges_ riskofinfection	2.50
Challenges_ limitedaccesstotechnolog y	2.15
Challenges_ reducedaccessibiltytopati ents	1.90
Challenges_ Patientsrelianceonselfdia gnosisandselfmedication	3.75

H0: No significant difference in the ranks of the challenges faced by doctors
H1: Significant difference in the ranks of the challenges faced by doctors.

$\alpha = 0.05$

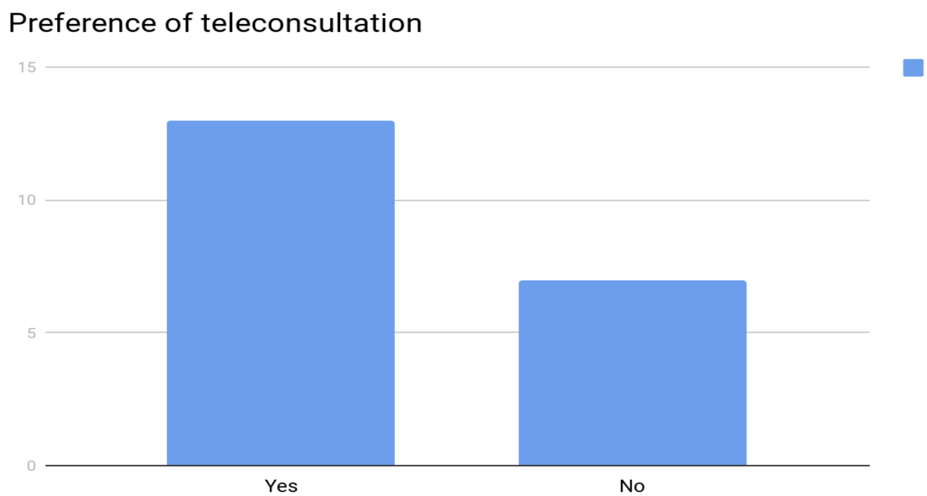
Probability distribution - Friedman's test

p= 0
α>p. Therefore, reject the null hypothesis.
Hence there is a significant difference in the ranks of the challenges faced by the doctors.

According to the data, the challenges faced by doctors are ranked according to the following:

1. Reduced accessibility to patients
2. Limited access to technology
3. Risk of infection
4. Patient’s reliance on self diagnosis and self medication
5. Losing patients

Question:
Preference of teleconsultation in the current times



Comment:
65% doctors prefer teleconsultation during the current pandemic. Other 35% still prefer in-person visits for consultation.

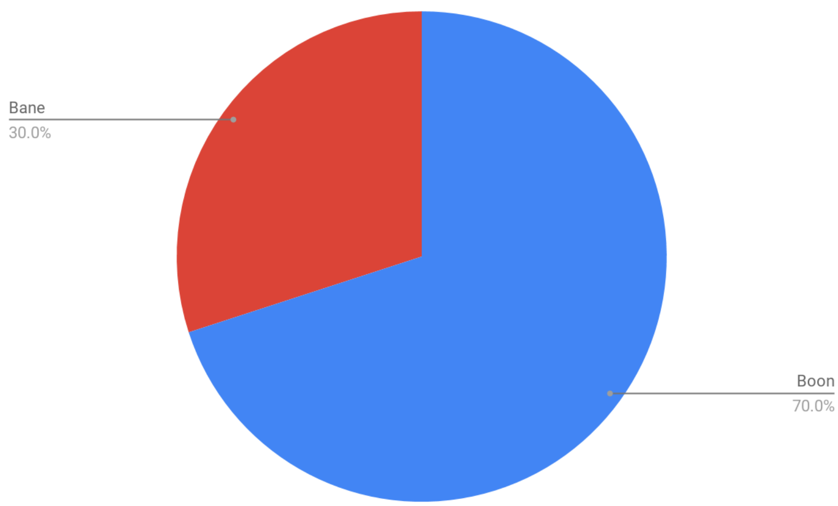
Question:

Challenges in teleconsultation:

Challenges	Average rating
Lack of awareness	2.75
Misdiagnosis	4.75
Lack of resources	4.85
Others	2.25

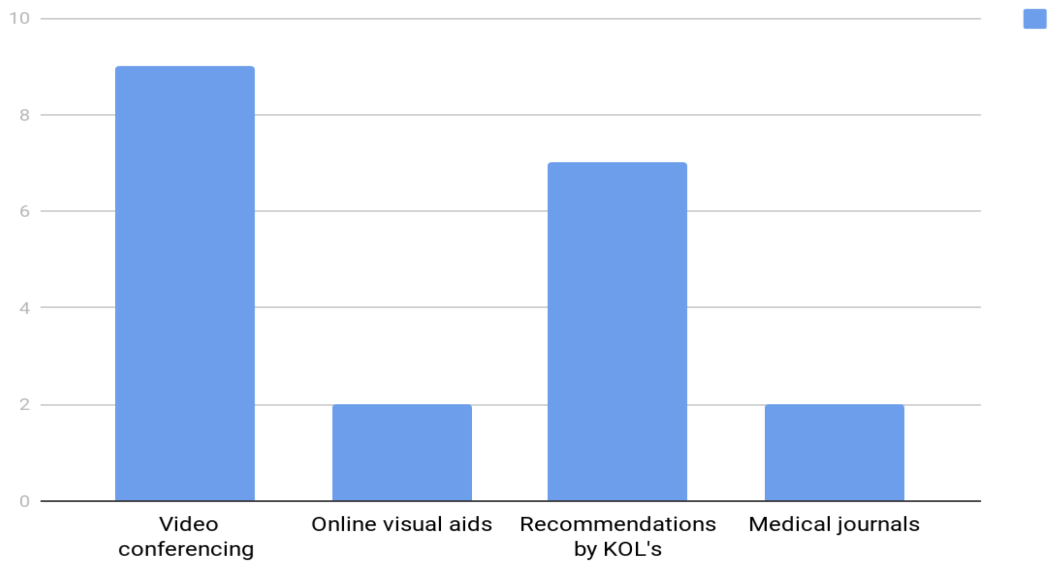
Comments:
Majority of doctors feel that lack of resources for teleconsultation and possibility of misdiagnosis are the major challenges faced in teleconsultation.

Telecommunication - Boon or bane:



Comment:
70% of doctors believe that teleconsultation is a boon to the pharmaceutical industry. Other 30% think that it is a bane.

Effective measures of brand communication:



Comments:

45% of doctors feel that video conferencing are effective means of brand communication during this pandemic. 35% feel that recommendations by KOL’s are effective means of brand communication.

Summary of analysis of doctor’s data:

According to HCP’s, the biggest change in patient behavior is increased focus on health as individuals have become more health conscious and realized the importance of hygienic practices during the pandemic. The second and their most important behavior observed among patients was the increased reliance on self medication. It may be due to inaccessibility and increased risk of visiting doctors during the pandemic.

According to the data of the challenges faced by doctors,Reduced accessibility to patients and Limited access to technology were ranked the highest.

65% doctors prefer teleconsultation during the current pandemic. Other 35% still prefer in-person visits for consultation.

According to doctors, the challenges faced by them in teleconsultation are lack of resources for teleconsultation and possibility of misdiagnosis.

However, 70% of doctors believe that teleconsultation is a boon to the pharmaceutical industry. Other 30% think that it is a bane.

CHAPTER 5

OBSERVATIONS & CONCLUSIONS

- Majority of patients prefer immunity boosters or nutritional supplements to stay healthy.
- Individuals are more concerned about their financial security.
- Individuals are more worried about their own health and also the health of their family.
- Majority have changed their shopping behavior during the pandemic but they won't continue the same shopping behavior post covid.
- Among the respondents not many are aware of teleconsultation.
- Covid has impacted pharmaceutical and healthcare business and the main challenge for brand managers was less exposure to doctors.
- Majority of marketing professionals feel that they have the right tools and hence they are enjoying work from home.
- Brand reputation and finance management are on their priority list.
- Supply chain disruption is at highest risk due to lock down situation.
- Both brand manager and doctor feel that telecommunication is boon during current pandemic.
- There was a major change observed in patient behavior in terms of health as the majority of them are increasingly focusing on their health and have realized the importance of hygienic practices during the pandemic.
- The challenge for doctors during this pandemic is the reduced accessibility to patients and limited access to the technology.

- Teleconsultation is highly recommended by doctors whereas lack of resources and possibility of misdiagnosis during teleconsultation are the major challenges faced by doctors.
- Video conferencing has been the most effective brand communication tool during pandemic.

CHAPTER 6

RECOMMENDATIONS

- Pharmaceutical companies should launch more & more effective immunity boosters and nutritional supplements at affordable prices in the current pandemic.
- Pharma companies should focus more on patient centric activities (Eg. 1 + 1 offers on certain drugs, nutritional supplements or diagnostic tests, etc) or provide health insurance schemes for families.
- In order to increase the awareness of teleconsultation pharmaceutical companies can create their own teleconsulting application and promote it via TV commercials, billboard ads, print media in hospitals and clinics, digital platforms, etc.
- Brand managers need to focus more on scientific inputs and medical knowledge of medical representatives.
- As employees are highly motivated and have proper work life balance companies can offer work from home once or twice a month as per their convenience for better output.

CHAPTER 7

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CHAPTER 8

ANNEXURE

Questionnaire for brand manager:
NAME:

COMPANY NAME:

DESIGNATION:

1. Is your business model is enough to recover from the impact of crisis and manage potential crisis in the future?

- Yes
- No

2. Top challenges you are currently facing?

____

3. Rate the following statement.

Factors	1	2	3	4	5
I have the right tools to be able to work from home					

I can collaboreate easily with my collegues					
I am more productive at home than I am in the office					
I enjoy working from home					
I am professionally satisfied at home than I am in the office					

4. What is the highest priority for your brand during current pandemic?

- Brand reputation
- Finance management
- Supply chain
- Legal issue

5. Rate the following risk factors arising out of Covid19 pandemic for your brand?

1 = High risk, 5 = Low risk

Factor					
Impact on demand					
Supply chain disruption					
Profitability concern					

Non availability of workforce					
Governance & regulatory risk					

6. Is telemedicine boon or bane for future of healthcare industry?

- Boon
- Bane
- Not sure

Questionnaire for patients:

NAME:

AGE:

OCCUPATION: PUBLIC SECTOR

PRIVATE SECTOR

SELF EMPLOYED

RETIRED

STUDENT

GENDER:

1. What measure do you take to remain healthy?

- Home remedies
- Immunity booster
- Homeopathic medicine
- Ayurvedic medicine
- Other

2. Rank the following factors based on the importance.

Factors						
Availability of product						
Safe delivery of product						
Quality						
Price						
Medical security						
Financial security						

3. Rate the following comments.

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am fearful for my own health					

I am fearful for the health of my family					
I am worried about the impact on my job security					
I am worried about the impact on the economy					

4. Have you adopted any kind of changes in your shopping behavior during Covid19?

- Yes
- No

5. If yes then will you continuing this for future?

- Yes
- No
- May be

6. How do you manage your doctor consultation?

- Tele consultation
- In person visit
- Both
- Self-medication

Questionnaire for doctors:

Name:

Specialty:

1. What changes in patient behaviour have you observed in this pandemic?
    - Increased focus on health
    - Rise in conscious consumption
    - Stocking up essential medications
    - Self medication

2. Rank the following challenges faced during the COVID-19 pandemic.

Challenges						
Losing patients						
Risk of infection						
Limited access to technology						

Reduced accessibility to patients						
Patients reliance on self diagnosis and self medication						

4. Do you prefer teleconsultation?

- Yes
- No

5. Rate the following challenges faced in teleconsultation.

(1- Strongly disagree, 2 - Agree, 3 - Neutral, 4 - Agree, 5 - Strongly agree)

Challenges	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Lack of awareness					
Misdiagnos is					

Lack of resources					
Others					

5. According to you, is teleconsultation a boon or bane for the healthcare industry?

- Boon
- Bane

6. What are the effective means of brand communication?

- Video conferencing
- Online visual aids
- Recommendations from KOL’s
- Medical journal