



Challenge Statement : Customer engagement model to maximize the number of touchpoints to physicians

About the RPG Life Sciences Ltd. (www.rpglifesciences.com)

RPG Life Sciences Ltd, part of RPG Enterprises, is an integrated pharmaceutical company operating in the domestic and international markets in the branded formulations, global generics and synthetic APIs space. The company is a research-based pharmaceutical company, producing a wide range of quality, affordable medicines. Its brands are highly trusted by healthcare professionals and patients.

Background:

India is home to around 1.3 billion people, while this is a demographic advantage in many cases, the onus lies on the healthcare industry to maintain the health of the people.

According to AIOCD, India's domestic pharma market turnover reached Rs 1.4 lakh crores with an average of 9% growth. The future of the industry depends on the medical infrastructure's ability to develop a formidable fight against chronic diseases and any other challenges that the industry is faced with.

The recent outbreak of covid-19 has already bought a strategic shift in the core sales and marketing operations of pharma companies as the way they connect and engage with physicians.

A report by Practo suggests that

1. There was a 500% increase in online doctor consultations since March 2020
2. 80% of all telemedicine users experienced it for the first time
3. 44% of the teleconsultations were from non-metro cities
4. In-person doctor visits dropped by 67%
5. Indians consulted their doctors 2 times per month, using telemedicine

Another research by top 20 drug makers in the country suggests that this [new technology](#) ranges from scientific detailing to doctors to using newer algorithms for better insights into issues like patient compliance. The trend matches a similar switch in [China](#) over the last few years.

COVID-19 + Easy access to information & the growing interest of physicians to explore digital has paved the path of full-scale digital in pharma companies. We are witnessing digital trends such as online events, eCMEs, Digital detailing, Telemedicine, social media campaigns and a few collaborated engagements with physicians.

Challenge

In branded generics, Pharma companies are highly dependent on prescriptions from health care practitioners. For a prescription generation, they rely on demand generation & customer engagement activity to gain the maximum share of voice. In the traditional model, the Pharma sales representative meets HCPs twice a month detailing their products and try to influence the doctor for prescriptions.

The COVID-19 crisis has meant that most pharmaceutical organizations are required to move towards digital-only strategies - with some launching new business models - to survive and to reach their target audiences. With such adoptions, companies are cluttering with push-based messages to engage the physicians in some or other ways.

Our current touchpoints are limited to face to face product detailing and push-based digital messages to physicians. While there was an attempt to engage in online CMEs and events, the adoption rate remains low due to the overflowing supply of such activities across the industry.

The need for creating a comprehensive pull-based customer engagement model to maximize the number of touchpoints to physicians, increasing the effectiveness of each touchpoint and attributing to actual business outcome.