



Mastering Pharma CRM: Driving Engagement and Compliance



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In the ever-evolving pharmaceutical industry, staying ahead means embracing tools that enhance efficiency, compliance, and relationship management. Join us for an insightful webinar on Pharma CRM, where industry experts share strategies to leverage CRM technology for driving sales, ensuring regulatory compliance, and fostering long-term customer relationships.

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Introduction:

Understanding CRM's Role in Pharma:

Customer Relationship Management (CRM) systems have become indispensable in the pharmaceutical industry. They help organize vast amounts of data, optimize targeting strategies, and maintain compliance with evolving regulations. This eBook dives into how CRM transforms segmentation, targeting, and positioning in pharma marketing.

Chapter 1:

The Evolution of Pharma CRM



Pharma CRM has evolved significantly. In the 1970s, the focus was on government hospitals and OPD practitioners. By the 1990s, companies started exploring metro cities and class-one towns, leading to innovations in segmentation strategies.

Example:

Glaxo's shift from government hospitals to metro cities created a blueprint for effective segmentation, establishing a dominant market position.

Key Insights:

- CRM tools have enabled precision in customer identification.
- Evolution is driven by insights into changing healthcare dynamics.
- The industry moved from generic segmentation to behavior-based strategies.

Golden Tip: Does Your CRM Gives Your Insights To Take Informed Decisions Or Realign Your Marketing Strategy ?



Question: Does Your CRM Gives Your Insights To Take Informed Decisions Or Realign Your Marketing Strategy ?



Chapter 2:

Segmentation: Unlocking Opportunities



Segmentation focuses on identifying groups of customers based on specific behaviors and needs. With CRM, marketers can pinpoint high-potential customers among doctors, chemists, and patients. Effective segmentation ensures that every marketing effort aligns with the specific needs of a well-defined group, minimizing wastage and maximizing impact.

Example:

Cipla used CRM data to identify the need for affordable, user-friendly respiratory devices, outperforming competitors in the Indian market.

Key Insights:

- Insights-driven segmentation improves ROI.
- Behavioural segmentation enhances targeting precision.
- CRM simplifies customer profiling through data insights.

Golden Tip: Go Beyond Demographics; Leverage Behavioural Data To Refine Your Segmentation.



Question: Are You Identifying The 20% Of Customers Who Contribute To 80% Of Your Business?



Chapter 3:

Focusing on High Potential Customers



Targeting involves prioritizing high-potential customers. CRM tools allow marketers to allocate resources efficiently, ensuring maximum ROI from campaigns. With CRM insights, pharma companies can create tailored campaigns that resonate with each target group, making every interaction more meaningful and productive.

Example:

A pharma company used a 2x2 matrix in CRM to focus on high-potential doctors, achieving a 25% increase in prescription rates.

Key Insights:

- It supports real-time tracking of campaign effectiveness.
- CRM helps allocate resources based on customer potential.
- Dynamic targeting strategies maximize engagement across channels.

Golden Tip: Focus Resources On The Customers Who Bring The Most Value To Your Business.



Question: Are You Using CRM To Prioritise Most Important Customers And Activate Automation For Continuous Engagement ?



Chapter 4:

Building and Sustaining Loyalty



Positioning is about maintaining a consistent brand message. CRM ensures multi-channel alignment, fostering loyalty among doctors, chemists, and patients. A strong positioning strategy supported by CRM doesn't just capture attention but sustains trust and loyalty over time, even in competitive markets.

Example:

Novartis infant nutrition campaign used CRM to synchronize messaging across workshops, digital channels, and direct interactions, retaining a 95% market share.

Key Insights:

- Effective positioning ensures brand recall and trust.
- Consistent positioning builds long-term customer loyalty.
- CRM aligns messaging across traditional and digital channels.

Golden Tip: Ensure Your CRM Aligns Messaging Across All Touchpoints For A Unified Brand Experience.



Question: Is Your CRM Equipped For Customised Communication Hereby Increasing The Engagement And Conversion Possibilities ?



Chapter 5:

Future Challenges and Innovations in CRM



Emerging technologies like AI and predictive analytics are reshaping CRM. These innovations allow for real-time decision-making, improved targeting, and enhanced personalization. The future of CRM lies in its ability to anticipate customer needs and create strategies that feel tailor-made for individual stakeholders.

Example:

A company used AI-driven CRM to predict high adoption rates for a new drug, reducing campaign costs while boosting engagement.

Key Insights:

- Real-time insights improve targeting precision.
- AI enhances CRM's ability to predict market trends.
- Personalization drives deeper customer engagement.

Golden Tip: Stay Ahead By Integrating AI And Predictive Analytics Into Your CRM



Question: How Are You Preparing Your CRM For Working On Segmentation, Targeting And Positioning To Your Target Audience?



Conclusion

The Medgini Advantage:

Customer Relationship Management (CRM) systems have become indispensable in the pharmaceutical industry. They help organize vast amounts of data, optimize targeting strategies, and maintain compliance with evolving regulations. This eBook dives into how CRM transforms segmentation, targeting, and positioning in pharma marketing.

