

POB & RCPA **UNCOVERED:** KEY CHALLENGES & WINNING STRATEGIES

Master POB & RCPA with key insights on challenges, competitor tracking, and data-driven decisions. Discover winning strategies for chemist engagement, prescription analysis, and salesforce training to drive pharma growth. Stay ahead with actionable solutions!



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Chapter-1

The Backbone of Pharma Marketing POB & RCPA

Introduction

POB and RCPA are essential in pharma marketing, yet many struggle with effective execution. This chapter explores how strategic use of these tools drives brand performance.

POB & RCPA: The Foundation

- POB (Personal Order Booking): Ensures retail availability and prescription fulfillment.
- RCPA (Retail Chemist Prescription Audit): More than data collection—it reveals market activity and brand positioning.

A strategic approach uncovers prescription trends, substitution behavior, and competitor activity. Without direction, these tools lose impact.

RCPA should be tailored based on chemist type:

- Single-doctor-linked chemists
- Multi-doctor chemists (2–3 doctors)
- Large-format trade outlets

Insights from RCPA:

- Brands prescribed & dosage patterns
- Brand substitution behavior
- Competitive market presence

It acts as a real-time market mirror, providing clarity on brand positioning.

POB: Driving Product Movement

POB should ensure product movement, not just order collection.

Unliquidated stock disrupts supply chains and harms credibility.

Golden Insight

POB & RCPA drive growth when aligned with prescription trends and chemist insights.

Question ?

What is your current process to validate if a POB is backed by active prescriptions?

Chapter-2

The Real-World Challenges

Crowded Market with Similar Brands

The pharma market is flooded with “me-too” products. Booking orders isn’t enough—brands need visibility, doctor influence, and chemist trust to stand out.

Gaps Between POB & Fulfillment

Booked orders often fail due to:

- Stock delays
- Payment issues
- Lack of follow-up

Unmoved stock leads to returns and missed opportunities.

Unstructured & Inconsistent RCPA Data

Issues include:

- Vague questions
- Inconsistent data collection
- Manual errors

Weak insights lead to poor decision-making.

Lack of Field Training

Field teams often lack training on:

- Chemist segmentation
- Effective RCPA execution
- Retailer relationship-building

Without training, these tasks become routine instead of strategic.

Golden Insight

The issue isn’t with POB or RCPA—it’s how they’re applied. Structured processes, training, and alignment unlock their full potential.

Question ?

How confident are you that your POB orders are converting into sales at the chemist level?

Chapter-3

The Human Side Training & Retailer Relationships

Why Training Matters

Field teams excel in product knowledge but lack training in retail relationships & RCPA execution. They need guidance on:

- ✓ Asking the right questions
- ✓ Interpreting chemist responses
- ✓ Segmenting chemists by influence

Without this, RCPA becomes a routine task instead of a strategic tool.

Retailer Segmentation is Key

Understanding chemist types ensures effective engagement:

- 📍 R1 – Linked to one key doctor
- 📍 R2 – Supports 2–3 doctors
- 🏪 Modern Trade – Chains like Apollo, MedPlus
- 🏥 Institutional – Near hospitals

A one-size-fits-all approach won't work—tailored communication is essential.

Building Stronger Relationships

Retailers engage more when reps:

- 👉 Visit regularly & build trust
- 👤 Use names & show respect
- 🕒 Avoid peak hours
- 🎯 Offer value-driven insights, not bribes
- 💬 Have structured, relevant conversations

Genuine support builds long-term chemist engagement.

Golden Insight

Effective execution starts with connection. Training should focus on trust-building, adaptability, and chemist partnerships.

Question ?

When was the last time your team was coached on soft skills like rapport building, listening, & objection handling?

Chapter-4

Making Data Count Authenticity & Accuracy

The Data Dilemma

POB & RCPA rely on field data, but is it accurate? Unstructured, inconsistent data leads to weak insights and poor decisions.

Why Data Fails

- No standard formats or structured questions
- Poorly trained field teams
- Manual errors & lack of review

Result: Incomplete, unreliable insights and weak strategies.

Structured Questionnaires Are Key




pre-defined, specific questions make data:

- ✓ Consistent & clear
- ✓ Easy to compare across territories
- ✓ More reliable for decisions

This fosters a culture of data discipline and saves time.

POB Must Align with Secondary Sales

Cross-check POB data with prescriptions & secondary sales:

-  Is the order being liquidated?
-  Are prescriptions driving sales?
-  Is the product moving as planned?

If not, POB was forced, or strategy is misaligned.

Trust & Accountability Matter

Validate data quality, guide teams, and ensure accountability without fear.

Golden Insight

Structured data = Powerful data. With the right tools, training, and tracking, POB & RCPA become accurate, trusted, and insightful.

Question ?

How confident are you in the accuracy of POB & RCPA data reported by your field team?

Chapter-5

When and Where POB Works Best

POB Isn't One-Size-Fits-All

Its effectiveness varies by brand stage, availability, and prescription support. Blindly pushing POB can be harmful.

New Launches: POB is Critical

Ensure stock is available before prescriptions to convert doctor campaigns.

- ✓ Push initial stock
- ✓ Ensure visibility at chemists
- ✓ Educate retailers
- ✓ Track movement in 30–60 days

Established Brands: Focus on Refill & Demand

Align POB with prescription activity, not just targets.

- ✓ Monitor liquidation
- ✓ Avoid overbooking
- ✓ Ensure real demand

Declining Brands: Go Slow & Strategic

For fading brands, forced POB can cause returns and damage relationships.

- ✓ Reactivate doctors
- ✓ Use RCPA to track competitors
- ✓ Target key chemists for liquidation

Match POB with Market Reality

- ? Is the brand actively prescribed?
- ? Does the chemist have unsold stock?

Golden Insight

POB must be purpose-driven, aligning with brand maturity, doctor support, and real demand for lasting impact.

Question ?

For new launches, are you ensuring retail availability before doctor campaigns?

Chapter-6

Technology as a Game-Changer

Pharma's Digital Shift

Traditional methods are outdated—real-time visibility is key. Technology bridges the gap between data collection and actionable insights.

Mobile-Based RCPA: Smarter & Faster

- ✓ Standardized questionnaires
- ✓ Instant data capture & tagging
- ✓ Real-time uploads for quick review
- ✓ Fewer errors & manipulation
- 💡 Outcome: Better data, faster decisions, stronger execution.

AI & Automation: Turning Data into Insights

AI correlates:

- ♦ Booked orders vs. actual liquidation
- ♦ Prescription trends vs. sales data
- ♦ Doctor Rx performance vs. chemist sales

This reduces fake POBs and enhances strategy.

Structured Tech = Reliable Execution

- ✓ Standardized processes for reps
- ✓ Real-time dashboards for managers
- ✓ Field data aligns with stockist reports
- 💡 Tech enhances execution, not replaces people.

Golden Insight

Shift from reactive reporting to real-time, insight-driven action.

Question ?

Are you still using paper/Excel for RCPA, or have you moved to mobile-based field data collection?

Chapter-7

Customizing RCPA for Impact

Generic RCPA limits insights. Tailoring it to chemist types ensures meaningful data.

Retailer Segmentation is Key

- ♦ R1 – Linked to one doctor
- ♦ R2 – Serve multiple doctors
- ♦ Modern Trade – Chain pharmacies (Apollo, MedPlus)
- ♦ Institutional – Hospital-affiliated chemists
- 📌 Each operates differently—RCPA should reflect that.

Customized Questions = Better Insights

- ✓ R1 – Doctor's Rx habits & substitution
- ✓ Modern Trade – High-volume brands & promotions
- ✓ Institutional – Hospital contracts & ordering
- 💡 Same format, dynamic conversations.

Avoid Robotic RCPA

Checklists = Missed insights & weak relationships

- ✓ Thoughtful conversations = Smarter decisions

Golden Insight

Smarter RCPA = Smarter Insights. Customize your approach for real, actionable data.

Question ?

For new launches, are you ensuring retail availability before doctor campaigns?

Chapter-8





The Road Ahead Ethics, Strategy & Sustainability

 **Sustainable Growth = Integrity + Insight + Execution**

Balancing Targets with Trust

Forcing POB or doing RCPA without strategy hurts long-term credibility. Growth comes from fulfilling demand—not just hitting numbers.

Avoid Unethical POB Practices

-  Forced POB leads to:
-  Non-moving stock & returns
-  Lost trust
-  POB must align with real prescription demand.

Prescription-Driven Growth Wins

-  Rx drives sales. When doctors prescribe, POB and liquidation follow naturally—building sustainable brand pull.

RCPA: A Strategic Tool

Reflects ground reality (prescriptions, substitutions, sales)
Delivers insights with proper training & follow-up

Succeed with the 3 Cs

- ♦ Consistency in chemist engagement
- ♦ Curiosity about market & competitors
- ♦ Commitment to ethical execution

Golden Insight

Prescription pull + real insights = long-term success.