SURVEY FOR TREND ANALYSIS OF USER ADAPATION AND MEDICAL REPRESENTATIVE EFFECTIVENESS SURVEY

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Prepared by

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Introduction

The objective of this research report is to provide you insights every quarter on Pharma Trade Industry Dynamics. The multifold outlook of Indian Pharma Industry is now looking for adaption to information technology, social media and computing technologies to study end user analytics which ultimately leads to improve sales
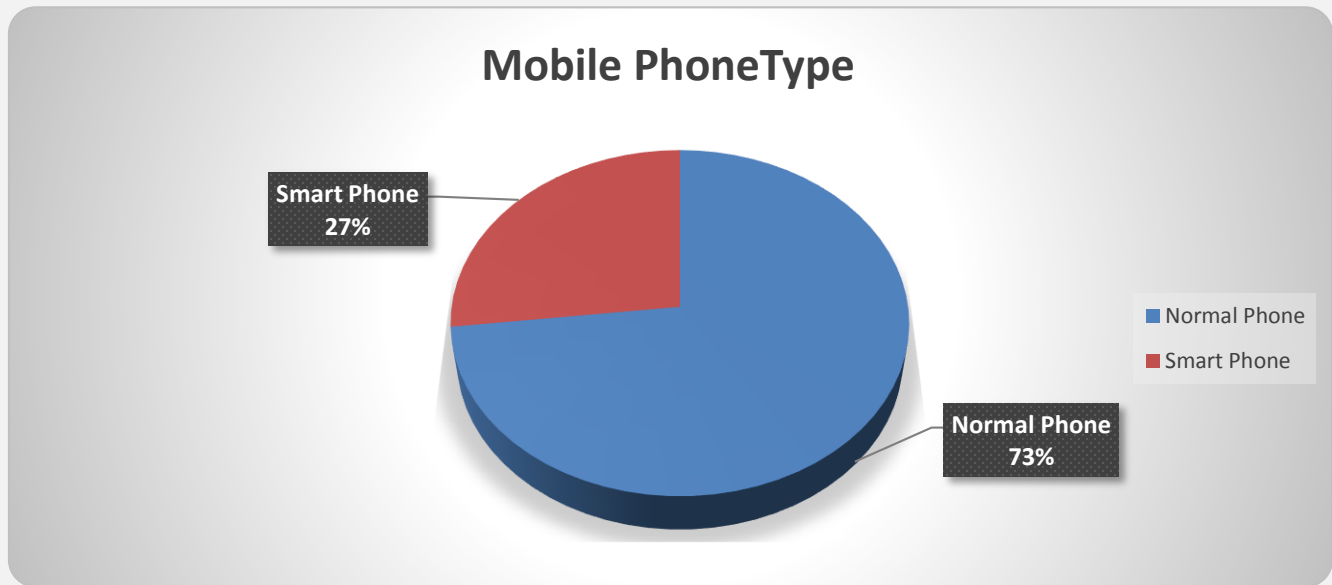
Research Methodology

- **Sample Selection :** All States | Geography : All India

- **Sample Size:** 500 | **Answered:** 300

- **Type of Respondents :** Wholesalers, Retailers

- **Duration:** Quarter 4 2013 (OCT-DEC'2013)
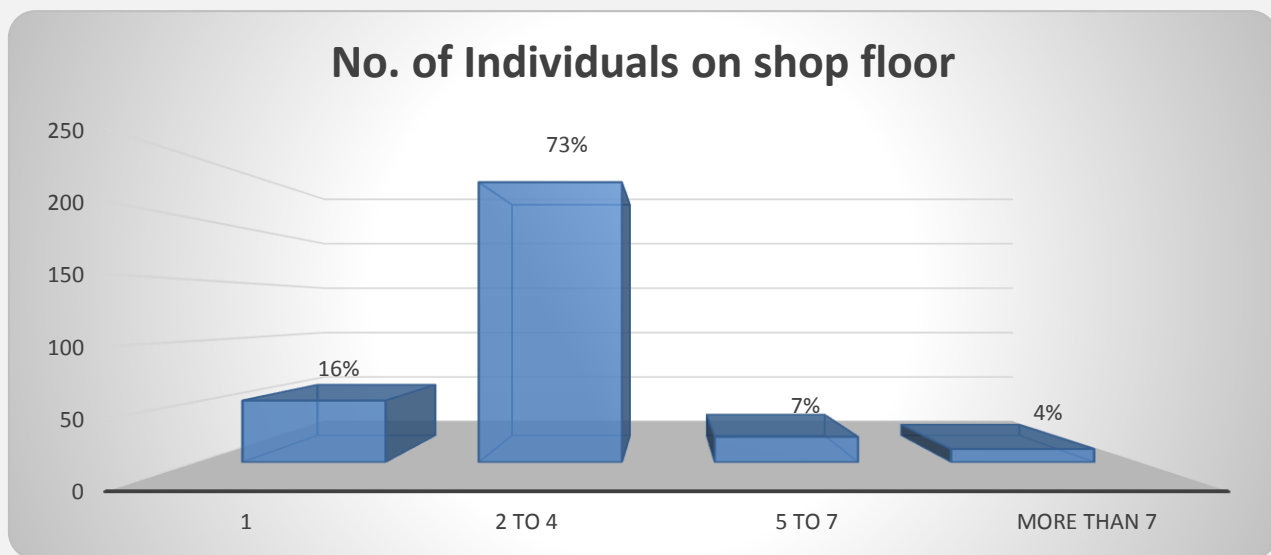
Key Findings

- Maximum number of retail chemist shop owners use Basic Normal phones. **Smart phone count is** slowly increasing and we predict the same **to increase by 30% every year** which may lead to new way of communication to retail chemist in the form of Video/ MMS.

- Maximum count for people handling the shop is 2 to 4. This shows **maximum number of shops are managed with limited resources and eager to look for adapting to new technologies to perform their work efficiently.**

- Only Few Chemist receive mailers in the form of Post from Drug Marketing companies. This shows the **lack of information availability to the chemist regarding new launches, offers/ schemes/ bonuses etc.,**

- **80% of Retail Chemist are updated by MEDGINI on New Launches, Offers & Scheme.** Only 5% of the chemist receive updates by SMS directly from Drug marketing companies for New Launches, Offers/ Schemes/ Bonuses

- It is observed that about **40% of Medical Representatives visit medical shops and focus more on Doctors.**
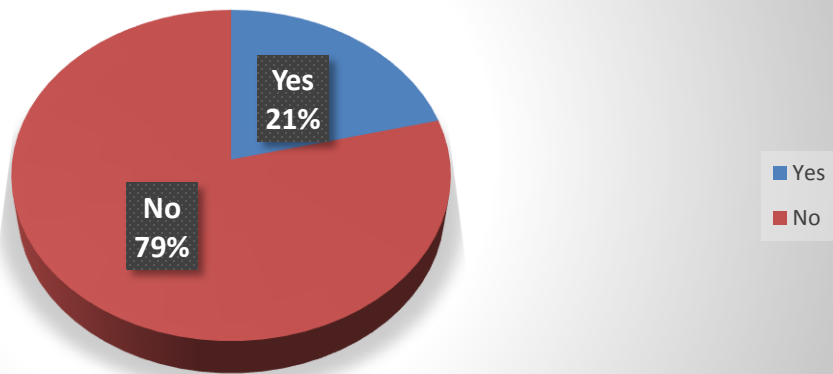
1. What type of telephone do you use?

Mobile PhoneType

Smart Phone
27%

Normal Phone
73%

Normal Phone
Smart Phone

2. How many individuals are in your Medical Shop?

No. of Individuals on shop floor

250			
200			
150			
100			
50			
0			

16%   73%   7%   4%

1   2 TO 4   5 TO 7   MORE THAN 7

3. Do you receive drug information mailers by post?

Drug Mailers by Post

Yes
21%

No
79%

Legend: Yes, No

4. Do you get any SMS/ MMS from MEDGINI?

SMS/MMS From MEDGINI

No
27%

Yes
73%

Legend: Yes, No
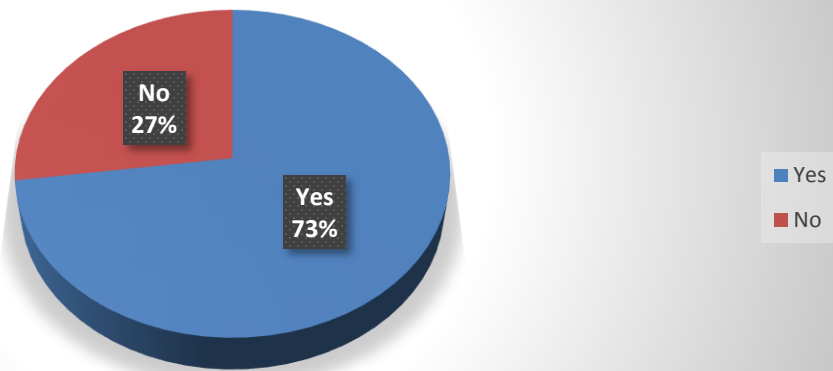
5. How many medical representatives (MR) visit your shop daily?

Medical Representative Visit

- NONE — 10%
- LESS THAN 5 — 86%
- 5 TO 10 — 11
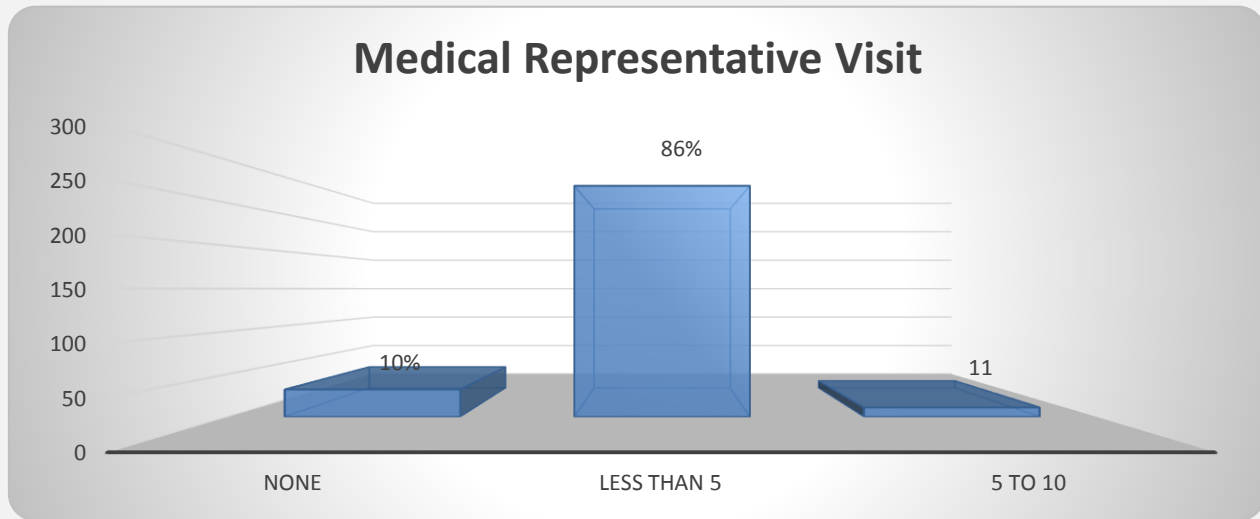
6. How many medical representatives meet the doctor and not you?

Medical Representative Attention to Chemist

- Only Doctors 60.2%
- Visit Chemist Shop also 39.8%

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