



Data Experience & Experimentation **IN PHARMA MARKETING**

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Chapter – 1

Introduction



Pharma Marketing in the Digital Era

The pharmaceutical industry is experiencing a profound shift as digital tools reshape traditional marketing strategies. The COVID-19 pandemic has accelerated this transformation, forcing companies to adopt digital platforms for their marketing campaigns. Segmentation, targeting, and positioning and differentiation (STPD) are now crucial for success, especially in a data-driven world where compliance with regulations like UCPMP (Uniform Code of Pharmaceutical Marketing Practices) is mandatory.

In the digital era, marketers need to understand how to utilize data to drive decisions and increase efficiency of business.

Digital tools enable enhanced targeting and more personalized engagement with healthcare professionals (HCPs) and patients alike, transforming how the pharma industry operates.

Chapter – 2

The Power of Segmentation, Targeting, and Positioning (STP)

Segmentation:

Segmentation means breaking down the healthcare market into smaller groups like doctors, chemists, and patients based on similar traits. This helps marketers create messages that fit the needs of each group, making campaigns more relevant.



Targeting:

Targeting directs marketing efforts to these specific groups with similar behaviour, making the communication more focused and effective.

Positioning:

Positioning sets your brand apart from competitors by showing what makes your product unique. With digital tools, pharma companies can now personalize these strategies, making their marketing more precise and impactful.



Chapter – 3

Segmenting Healthcare Professionals and Patients

Key Challenges in Segmentation:

Segmenting in the pharmaceutical industry is complex, with unique challenges such as managing data silos, ensuring precise customer profiles, and adhering to regulatory guidelines. Pharma marketers must carefully segment their target audiences, which include not only healthcare professionals but also patients, while managing vast datasets.

Practical Tips for Accurate Segmentation:

Capture the right data and verify the accuracy of the data by using data scrubbing. Use integrated data sources and advanced digital tools for better segmentation. Capture behavioral data and prescription patterns of healthcare professionals to create accurate customer profiles.



Example:

High on Therapy, High on brand molecule, Low of Therapy, Low on brand molecule
Ensure real-time data integration to make informed decisions and enhance segmentation accuracy.

Chapter – 4

Targeting in Pharma Marketing

Precision Targeting: Overcoming Challenges:

Successful targeting in the pharma industry requires an understanding of both healthcare professionals and patients. Digital tools like CRM systems and AI-driven platforms can help deliver personalized messages, but challenges such as data inaccuracy and regulatory constraints remain.

Personalized marketing can drive engagement, but it must be handled carefully to respect data privacy laws. “Hyper personalization” involves using detailed data with segmentation to tailor messaging, but it’s vital to stay compliant with privacy regulations, especially as they become more stringent

*Tips include utilizing **AI to create customer profiles** and **segmenting content** for different audiences.*



Chapter – 5

Positioning Your Pharma Brand

Differentiating in a Competitive Market:

From AI to CRM systems and social media, can help strengthen your brand's positioning. Learn how to create a consistent and compelling message that resonates across multiple digital channels. The language being used inside the clinic and digital marketing challenges should be consistent.

Importance of using lead magnets for marketing automation is much needed rather than having just one way communication.

Chapter – 6

Common Obstacles in Digital Pharma Marketing

Overcoming Internal Resistance:

Field representatives often resist using digital marketing platforms. To overcome this, it's important to offer proper training that focuses on shifting their mindset towards digital adoption. Field teams need to see the personal benefits of using digital tools. Additionally, line managers should receive at least 15 days of skill-based training each year. The tools provided should help the field force grow and make it easier for them to reach their targets

Chapter – 7

Conclusion: The Future of Pharma Marketing



Digital Shift:

Pharma marketing is going digital fast, especially after COVID-19. It's time to embrace digital tools for better connections with doctors and patients.



Smart Segmentation:

Break down your audience into groups like doctors and patients to send the right message to the right people.



Strong Positioning:

Stand out by showing what makes your brand special. Consistent messaging across digital platforms helps build trust.



Hyper-Personalization:

Tailor your marketing to each person while respecting privacy rules—this makes your brand more relevant.



Lead Magnets:

Attract attention with lead magnets and automated marketing, rather than one-way communication.



STP Matters:

Segmentation, Targeting, and Positioning are key for success. They help you focus on the right audience and stand out in a crowded market.



Precision Targeting:

Use AI and CRM tools to send personalized messages, making your campaigns more effective and engaging.



Tackle Segmentation:

Use accurate data and smart tools to overcome the complexity of managing large audiences and stay compliant.



Field Force Training:

Help your field team embrace digital by showing them the personal benefits and offering regular training.



Keep Adapting:

Stay ahead by continuing to adopt new digital tools and refining your marketing strategies for ongoing success!