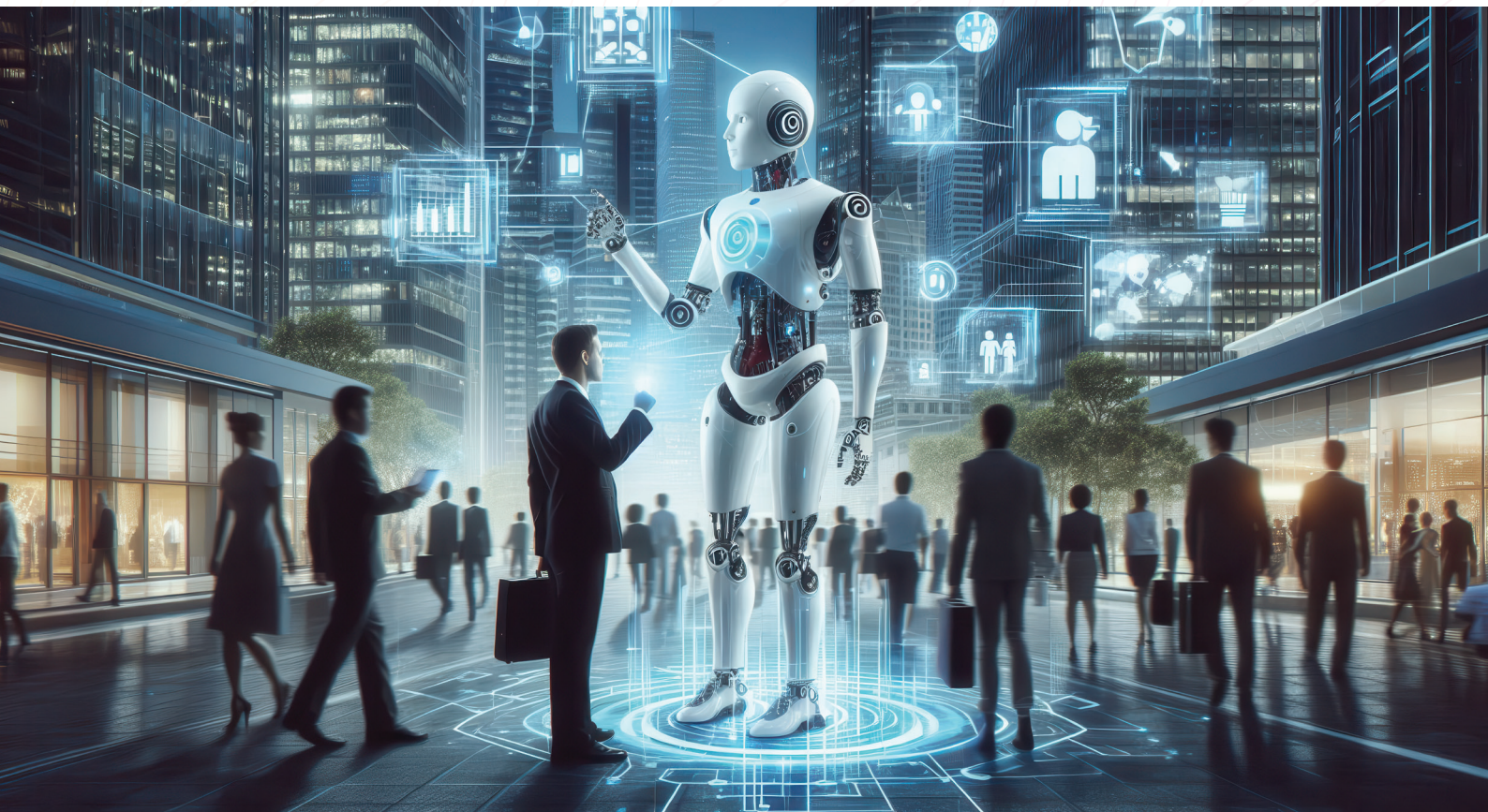**medgini** ®
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Perspectives in Pharmaceutical Marketing

Possible New Roles Of Marketers In The AI World

Excerpts, Anecdotes & Insights
From The **Medgini's 18th Webinar**

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Possible New Roles of Marketers in the AI World

Introduction To The AI Era In Pharma Marketing

💡 Introduction

The 18th Medgini Pharma Webinar opened with a powerful question: Are we, as marketers, truly prepared for the age of Artificial Intelligence (AI)?

"Pharma marketing has always adapted, from visual aids and conferences to CRMs and digital tools. In today's world, there is no "digital marketing," only marketing in a digital world.

"AI is no longer just a buzzword, it is actively reshaping how consumers think, how doctors learn, and how patients decide."

A World Where AI Shapes Decisions

Global surveys across 15+ countries reveal:

9% of consumers (2024) already trust Generative AI as their most reliable source of purchase decisions.

36% of active GenAI users even describe it as a "good friend" ,not only for product advice but also for personal and psychological queries.

Earlier, people turned to peers and mentors for advice. Today, many consult AI for answers once rooted in human trust.

Why This Matters for Pharma

Doctors are now digital natives, consuming knowledge on LinkedIn, YouTube, WhatsApp, and AI-driven platforms, not just textbooks.

If AI already influences retail and consumer goods, it will soon guide **treatment preferences, prescription choices, and brand visibility** in healthcare.

From Hype to Urgency

The message is clear: AI isn't coming, it's here.

It is becoming the new competitor, advisor, and channel shaping how patients, doctors, and chemists make decisions.

Golden Insight: AI is no longer a tool; it is an active participant in the healthcare decision journey.

If tomorrow an AI engine starts recommending or ignoring your brand, are you ready to influence that decision?

The Evolution Of Pharma Marketing Roles

The Evolution of Pharma Marketing Roles

Pharma marketing has never stood still. Over the decades, the role of marketers has shifted with competition, consumer behavior, and technology.

The Early Days: Reach First
Earlier, success was all about **distribution and availability.** Marketers worked as **product pushers,** focused on ensuring reach rather than storytelling or brand identity.

The Branding Era
As competition grew, marketing moved from distribution to **brand equity.** Marketers became **brand builders,** giving products unique identities that could stand out in crowded markets.

❯ The Customer-Centric Shift

Today, marketing is about customer-first strategies. Engagement is personalized, segmented by therapy, geography, preferences, and even behavior. Much like FMCG, where one soap category split into face wash, hand wash, and cleansers, pharma too demands micro-targeting of doctors, chemists, and patients.

❯ The Key Lesson

Each phase has required marketers to adapt their roles. From pushing products, to building brands, to creating personalized engagement, evolution has been constant.

Golden Insight: Pharma marketers have always evolved from product pushers to storytellers to customer-centric enablers.

If tomorrow an AI engine starts recommending or ignoring your brand, are you ready to influence that decision?

Changing Consumer & Doctor Behaviors

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Consumer and doctor behaviors are transforming rapidly, driven by technology, instant gratification, and AI.

The Rise of AI Influenced Consumers

Nearly 1 in 10 consumers already trust Generative AI as their most reliable buying guide, often treating it like a "friend" for both product and personal advice.

> ### Recommends A Brand, Trust Skyrockets:
> - 1.5x more engagement
> - 2.3x higher likelihood of recommendation
> - 1.7x greater willingness to pay a premium
> - AI driven suggestions are often accepted even at higher price points.

The Rise of AI Influenced Consumers

Quick commerce delivers more than convenience, it provides a psychological kick. With one click, consumers feel empowered as products arrive within minutes. What began with chronic therapies online is now extending to painkillers, syrups, and short-term needs.

The Implication

Quick commerce delivers more than convenience, it provides a psychological kick. With one click, consumers feel empowered as products arrive within minutes. What began with chronic therapies online is now extending to painkillers, syrups, and short-term needs.

Is your brand present where AI, quick commerce, and digital-native doctors are making their daily decisions?

AI as the New Competitor

AI as the NewCompetitor

In the past, competition in pharma meant rival brands, field strength, or market share. Today, the picture has changed, AI itself has emerged as the new competitor.

Not Just Another Brand

As explained, the real challenge isn't another marketer or company, but whether AI recommends your brand at the right time. If **AI silently suggests a competing brand,** your visibility vanishes without you even realizing it.

Agentic AI as Gatekeeper

Agentic AI already studies user behavior, reviews, and preferences. It predicts needs, recommends solutions, and often **acts as the trusted guide.** In many ways, it wears a human hat, becoming the "next customer" pharma must convince.

The Role of Data

For AI to recommend your brand, data must be accurate and well documented. Earlier, we said "data is gold." Now, only documented, contextual data is gold. Poor inputs mean poor outputs, garbage in, garbage out.

Emotional Algorithms

Beyond logic, AI also interprets emotions. A new skill marketers must master is **Emotional Algorithm Management (EAM)**, shaping how AI perceives brand intent and personality. Unlike CRM, which only records actions, EAM predicts **how customers feel when prescribing or consuming a brand.**

Golden Insight: Your competition is no longer just another pharma brand, it's the algorithm that decides which brand deserves visibility.

Is your data structured and contextual enough to win the trust of AI before it even reaches a doctor or patient?

New Skillsets For Pharma Marketers In The AI Era

New Skillsets for Pharma Marketers in the AI Era

The marketer's role is rapidly changing. Earlier, distribution strength made companies "kings." Later, it was about brand establishment. Now, the shift is to **customer centric and AI-enabled roles.**

#1

AI Visibility & Integration

A new responsibility is ensuring **AI visibility** of brands, mapping them in disease pathways and journeys. Soon, **investing in AI-enabled tools will be part of brand managers' KPIs.**

#2

Data Discipline

AI follows the old principle: garbage in, garbage out. Poor data input leads to poor AI output. Marketers must focus on **documented, contextual, and quality data .**

#3

Emotional Algorithm Management (EAM)

CRM tracks what a doctor prescribes and when. **EAM goes further, predicting how the doctor feels while prescribing.** This fusion of CRM with emotional insights will soon become integral.

#4

Context over Keywords

Keywording is no longer enough. AI reads context, not just words. Marketers must master brand contexting, story contexting, and situation contexting so AI can amplify narratives.

●#5
Storytelling & Discovery

Pharma marketers should build stories, of discovery, first prescribers, patient transformations, making brands discoverable and memorable in AI searches .

●#6
Human AI Balance

AI cannot replace empathy. Doctors and patients still respond to **human connection, trust, and dialogue.** The skill lies in knowing **when to use AI and when to lean on people.**

●#7
Continuous Upskilling

AI won't replace marketers but will push them to **continuously upgrade,** learning prompt engineering, predictive targeting, and AI-aided engagement.

Golden Insight: The next generation of pharma marketers will succeed by mastering AI visibility, emotional algorithms, and contextual storytelling.

Beyond CRM and keywords, have you learned the skills that will make your brand discoverable by AI?

Redefining Brand Loyalty In The AI Era

Redefining Brand Loyalty in the AI Era

Is Brand Loyalty Real in Pharma?

In pharma, what we call loyalty is often just consistent prescriptions, not the deep loyalty seen in FMCG.

From CRM to EAM

A new concept, Emotional Algorithm Management (EAM), goes beyond CRM.
- CRM records what was prescribed and when.
- EAM predicts how the doctor feels while prescribing, confident, hesitant, or neutral.

The AI Impact

In the AI era, **10 years of loyalty can collapse in 10 seconds** if algorithms or recommendations shift towards another brand.

Building Loyalty Anew

Pharma loyalty must now be shaped by:
- Emotional storytelling
- Contextual presence in AI systems
- Accurate, documented data that guides AI in favor of your brand

Takeaway

Loyalty is no longer just prescriptions. It's about managing both doctor emotions and AI algorithms together.

Golden Insight: In the AI era, loyalty isn't built over years, it can vanish in seconds with one algorithmic shift.

Are you shaping both doctor emotions and AI recommendations to secure true brand loyalty?

Storytelling, Contexting & Emotional Branding In AI

Storytelling, Contexting Emotional Branding in AI

#1. Beyond Features to Emotions

Pharma marketing has long focused on features. In the AI era, emotions and context matter just as much.

#2. Power of Storytelling

Stories of **discovery, first prescribers, or patient transformations** make brands memorable and searchable in AI platforms.

#3. From Keywords to Context

AI reads context, not just words. Marketers must master:

Brand Contexting

Story Contexting

Situation Contexting

#4. Brand Character

Every brand needs an identity. Just as FMCG brands build characters (e.g., Marlboro's cowboy), pharma too must set clear brand personalities for stronger recall.

#5. Patient Language

Patients don't say "hypertension" ,they ask, "Is my BP under control?" Content must reflect natural language for AI to pick it up.

#6. Digital Presence

Monographs and visual aids are not enough. **Strong digital footprints and contextual stories** decide whether AI recommends your brand.

Golden Insight: In AI driven marketing, context and emotions carry as much weight as features and benefits.
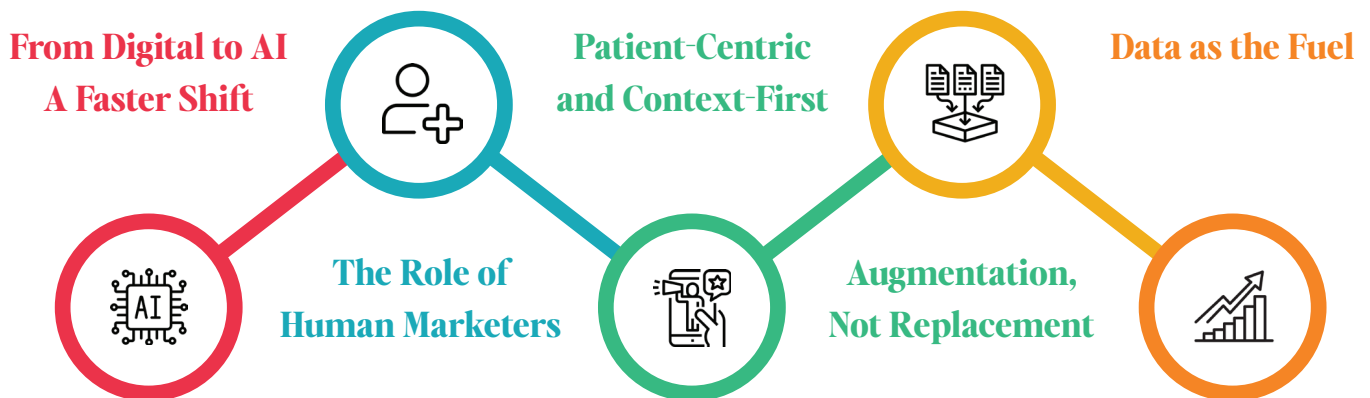
Does your brand have a strong story, natural patient language, and digital presence that AI can recognize and amplify?

The Future Roadmap for Pharma Marketers In AI

The Future Roadmap For Pharma Marketersin AI

From Digital to AI A Faster Shift

The Role of Human Marketers

Patient-Centric and Context-First

Augmentation, Not Replacement

Data as the Fuel

#1 From Digital to AI, A Faster Shift

What happened in digital will repeat in AI, but much faster. Just like banking transformed after computerization, pharma too must adapt quickly. Garbage in, garbage out remains true, the quality of inputs will decide the quality of AI outputs.

#2 Patient-Centric and Context First

AI doesn't just read words; it reads context, emotions, and intent. Brands must embed their stories, data, and identity into AI systems so they remain discoverable and relevant. Prompt engineering and contextual embedding will be critical for visibility.

#3 Data as the Fuel

Accurate, structured, and patient-friendly data will shape AI recommendations. Peer, reviewed studies, open-access journals, and credible content must be designed deliberately, not left to chance.

$\#4$ The Role of Human Marketers

AI will not replace marketers but augment them. Humans bring storytelling, empathy, and creativity, qualities AI cannot replicate fully. The marketer's role will be to guide AI, train it with the right inputs, and use it wisely.

$\#5$ Augmentation, Not Replacement

No algorithm can replace a human smile or relationship building. Field force and digital must work together, with AI as an enabler of precision, prediction, and personalization.

$\#6$ Continuous Learning

Marketers must cultivate the habit of learning and upgrading daily. AI is not a one time project but an evolving ecosystem. Staying ahead means evolving with it.

Golden Insight: The shift from digital to AI will be faster, deeper, and more disruptive than any change pharma has faced before.

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