



ISSN: 2277- 7695

TPI 2014; 3(5): 46-53

© 2013 TPI

www.thepharmajournal.com

Received: 30-06-2014

Accepted: 28-07-2014

Rizwan Raheem Ahmed

*Department of Business,
Administration, Indus University,
Karachi, Sindh, Pakistan.*

Vishnu Parmar

*Institute of Business Administration,
Sindh University, Jamshoro, Sindh,
Pakistan.*

Nawaz Ahmad

*Department of Business
Administration, Indus University,
Karachi, Sindh, Pakistan.*

Usman Ali Warraich

*Department of Business
Administration, Indus University,
Karachi, Sindh, Pakistan.*

Imamuddin Khoso

*Institute of Business Administration,
Sindh University, Jamshoro, Sindh,
Pakistan.*

Correspondence:

Rizwan Raheem Ahmed

*Department of Business
Administration, Indus University,
Karachi, Sindh, Pakistan.*

The Communication Mix in Pharmaceutical Marketing

Rizwan Raheem Ahmed, Vishnu Parmar, Nawaz Ahmad, Usman Ali Warraich, Imamuddin Khoso

Abstract

The development of effective communication Mix in Pharmaceutical marketing is a complex task, which goes through identifying the target audience, determining the communication objectives, designing a message, choosing method of delivery, collecting feedback. Pharmaceutical marketing professionals are fast becoming aware of the latest development in the discipline of marketing, and they have also started to adopt latest theories in communications. Unlike a few years back, when all tools were used in isolation from each other, which messages and format changing as per the requirement of the tool, now we find a synergy in all marketing activities. Marketers are making all efforts to make sure that each next step in the communication process adds some value to the previous one. Product slogans, logos and positioning statements are taking up fast. In-Clinic Promotional/Communication Mix includes detailing aid; leave behind material, samples, gift/giveaways, and direct mailers. Out-of-Clinic Promotional/Communication Mix includes clinical trials/studies, seminars/symposia/round table discussion sponsorships, film shows, advertisements, public relations, free medical camps, corporate marketing, hospital/ward improvement programs, E-marketing. The prescription chain starts with the information to the doctor by the company's sales team. The information is communicated through either in-clinic promotional activities, or out-of-clinic promotional efforts. The doctor, if convinced, prescribes the product and the patient goes and buys the product, thus making the both Product Chain & Prescription Chain meet in the end, which was the basic marketing objective.

Keywords: Communication Mix; Promotional Mix; Product Chain; Prescription Chain; Pharmaceutical Marketing; In-Clinic Promotion; Out-Clinic Promotion

1. Introduction

1.1 Background of the Research

Marketing is, as in other industries is the driving force in the pharmaceutical industry. There is a clear need for developing literature, which can take into account the needs of pharmaceutical marketing, and become a basic guide to business graduates majoring in marketing to understand how things will be when they pursue a career in pharmaceutical marketing. Although, there is good quality international literature available, but it carries the perspective of developed countries, where things are very different from a developing country like Pakistan^[1].

The restricted media use becomes a major obstacle as you as a marketer are not allowed to use the conventional and established media like newspapers, magazines, radio & television, and instead have to rely upon direct marketing, one-to-one sales calls, medical journals/newspapers, sponsorships, sampling and other tools. This makes the task not only more difficult, but also less glamorous. Last but not the least, the controls maintained by regulatory bodies leaves very little room for maneuvering and even lesser for making an error. Whatever you communicate may ultimately affect the well being of a person and this makes pharmaceutical marketing a tough, responsible and challenging task^[2].

1.2 The Marketing Communication Mix

The specific mix of advertising, personal selling, sales promotion, public relations and direct-marketing tools a company uses to pursue its advertising and marketing objectives^[3].

1.2.1 Advertising

Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

1.2.2 Personal Selling

Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

1.2.3 Sales Promotion

Short-term incentives to encourage the purchase or sale of a product or service.

1.2.4 Public Relations

Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events [3, 4].

1.2.5 Direct Marketing

Direct communications with carefully targeted individual consumers to obtain an immediate response, and cultivate lasting customer relationships.

1.2.6 Steps in Developing Effective Communication Mix

i) Identifying the Target Audience: A marketing communicator starts with a clear target audience in mind. The audience may be potential buyers or current users, those who make the buying decision or those who influence.

ii) Determining the Communication Objectives: Once the target audience has been defined, the marketing communicator must decide what response is sought. Of course, in many cases, the final response is purchase. But purchase is the result of a long process of consumer decision-making. The target audience may be in any of six buyer readiness stages; the stages consumers normally pass through on their way to making a purchase. These stages include awareness, knowledge, liking, preference, conviction, and purchase [5, 6].

iii) Designing a Message: Having defined the desired audience response, the communicator turns to developing an effective message. Ideally, the message should get Attention, hold interest, arouse Desire, and obtain Action (a framework known as the AIDA model).

iv) Choosing Media: The communicator now must select channels of communication. There are two broad types of communication channels – personal and non-personal.

a) Personal Communication Channels: Channels through which two or more people communicate directly with one another, whether face to face, by telephone, by mail, or via the internet.

b) Word-of-mouth Influence: Personal communication about a product between target buyers and neighbors, friends, family members, and associates.

c) Non-personal Communication Channels: Media that carry messages without personal contact or feedback, including major media, atmospheres, and events.

v) Selecting the Message Source: In either personal or non-personal communication, the message's impact on the target audience is also affected by how the audience views the communicator. Messages delivered by highly credible sources are more persuasive [6].

vi) Collecting Feedback: After sending the message, the

communicator must research its effect on the target audience.

2. Material and Methods

2.1 In-Clinic & Out-Clinic Communication Mix

There is no winning formula for pharmaceutical promotion & Communication. All one can do is to understand the purpose of each tool, and then try to create a Mix which works well under the given scenario. In-Clinic Promotional/Communication Mix includes detailing aid; leave behind material, samples, gift/giveaways, and direct mailers [7]. Out-of-Clinic Communication / Promotional Mix includes clinical trials/studies, seminars/symposia/round table discussion sponsorships, film shows, advertisements, public relations, free medical camps, corporate marketing, hospital/ward improvement programs, E-marketing [8].

The development of effective communication mix in pharmaceutical marketing is a complex task, which goes through identifying the target audience, determining the communication objectives, designing a message, choosing method of delivery, collecting feedback. Pharmaceutical marketing professionals are fast becoming aware of the latest development in the discipline of marketing, and they have also started to adopt latest theories in communications. Unlike few years back, when all tools were used in isolation from each other, which messages and format changing as per the requirement of the tool, now we find a synergy in all marketing activities. Marketers are making all efforts to make sure that each next step in the communication process adds some value to the previous one [9, 10]. Product slogans, logos and positioning statements are taking up fast. Product positioning is now being based on emotional appeals, which is a takeoff from simple no-nonsense kind of approach pharmaceutical marketing symbolized for long. The line between pharmaceutical marketing and general marketing is thinning, but still intact and will remain so, considering the peculiar characteristics of pharmaceutical products, and the dynamics of the industry [11]. The pharmaceutical industry in Pakistan has gone through a major transformation during the last five years.

2.2 The Marketing Mix Model

The model for marketing mix is made up of two streams of activities achieving the two objectives as "The Product Chain", and "The Prescription Chain" [12].

2.3 The Product Chain

The product chain starts with the selection of the molecule(s). The selected molecules are then passed through the screening process applying the different criteria, then the source of raw material is identified, pilot batch is manufactured, if needed the company arranges for test marketing or clinical/user trial, and finally the product is sent into the market, or commercialized. When a patient is suffering from an illness, he either goes to a doctor in a hospital, or in his private clinic. At the hospital, when a doctor prescribes a product, the patients may buy it from the hospital's pharmacy, or may choose to buy from a retailer outside the hospital. In case of a private clinic, the patient usually buys either from a retailer in the vicinity, or a shop nears his residence. This is how the product chain completes, starting from the hospital, and ending in the patient's hands [13].

2.4 The Prescription Chain

The prescription chain starts with the information to the doctor by the company's sales team. The information is communicated through either in-clinic promotional activities, or out-of-clinic promotional efforts. The doctor, if convinced,

prescribes the product and the patient goes and buys the product, thus making the both Product Chain & Prescription Chain meet in the end, which was the basic marketing objective [14].

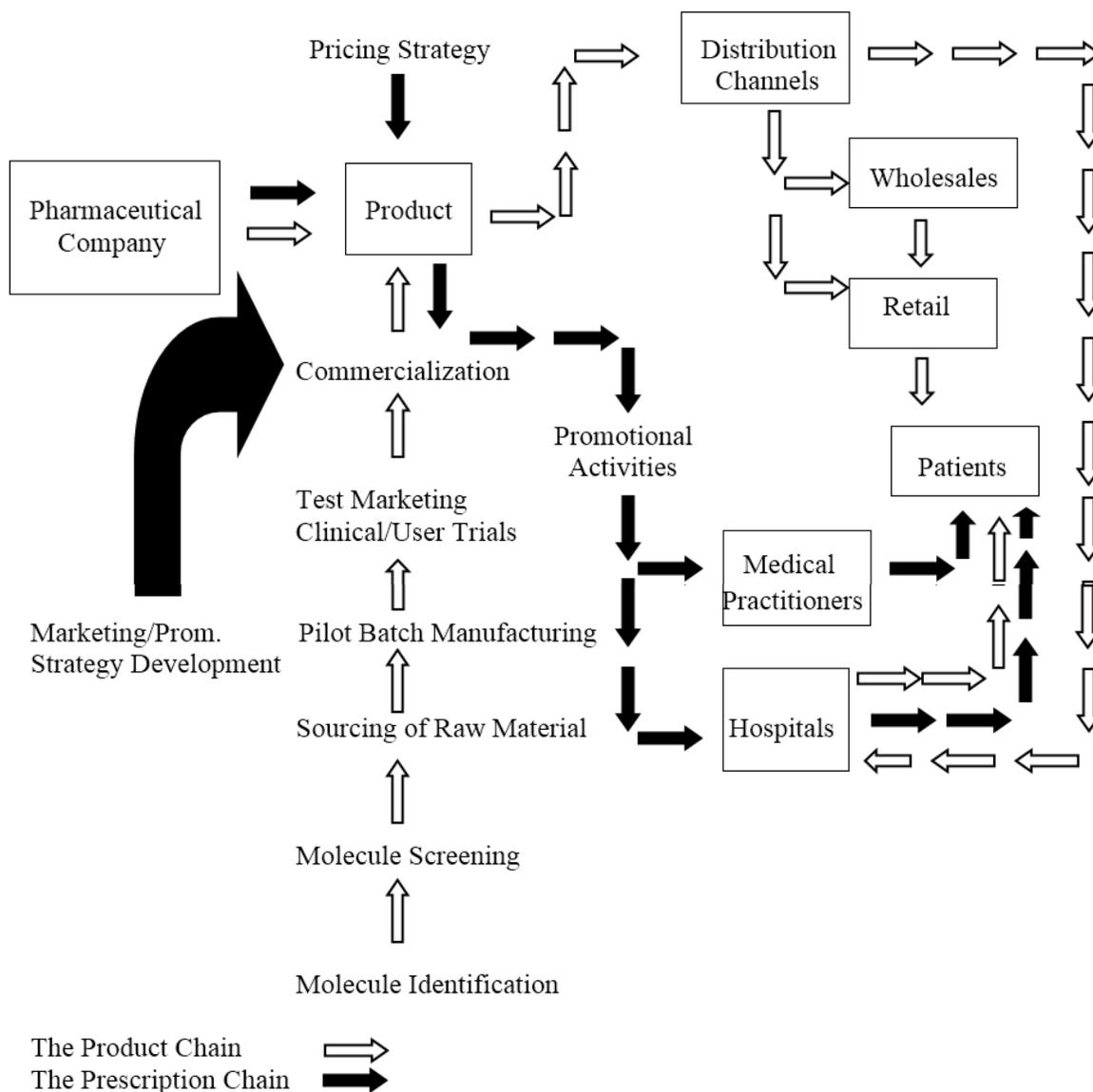


Fig 1: The Marketing Mix Model

3. Results and Discussion

3.1 Communication Mix

Marketing of pharmaceutical product is a unique and fascinating discipline, spiced with continuous interaction with the target audience, and most of the communication taking place on a one-to-one basis. This, on one hand churns out any noise or interference, which happens when different channels are involved in the communication process; but on the other hand, it poses a challenge to marketers of being effective during the few minutes they get from the doctors [15].

There is no winning formula for pharmaceutical promotion. All one can do is to understand the purpose of each tool, and then try to create a mix which works well under the given

scenario. We will discuss the several tools, which a company may use in promoting its products to the target audience, and in the process, we will try to understand the characteristics, merits & demerits of each tool, so as to understand what implications can be expected while developing a promotion mix using these tools [16].

3.2 In-Clinic Communication Mix

The most frequently used tools are those, which a salesperson takes into the doctor's clinic for discussing the products. These tools are normally a regular part of a salesperson's arsenal, and are provided by the company on a periodic basis. The performance of any salesperson in pharmaceutical industry

largely depends on how well he plans and utilizes the promotional material provided to him for using during the interview with the doctors ^[17].

3.2.1 Detailing Aid

Detailing aid are the product literatures, folders, brochures or display cards, which are meant to help the salesperson during the discussion with the doctors. These items usually carry a visual to attract attention, the core message to be delivered, and the supportive abstract/reports about the drugs. These detailing aid materials are not supposed to be left with the doctors, but as the name suggests, are only to facilitate the discussions. Companies spend lot of time and money for preparing detailing aid. However, it may only serve the purpose if the message is clear, crisp and effective, and the salesperson is properly trained to handle that ^[18].

3.2.2 Leave Behind Material

Leave behind material is for two main purposes; first, to have something around to keep reminding the doctor about the products, and second, to leave some detailed material with the doctor in case he wants to know more details about what was briefly discussed during the meeting. Companies use folders, brochures, leaflets, prescription pads and stickers to act as a reminder. These items only serve the purpose if the nature of the product is such that the doctor needs to refer the material off and on. Otherwise, this forms the junk, which is eventually thrown out of the chambers. Only general physicians use even prescription pads as the consultants usually have their own pads, which they use for prescribing medicines. Companies must be very selective in identifying the products where they need to leave behind some material. Doing it as routine not only is a waste of resources, but also create extra burden for the salesperson ^[17, 18].

3.2.3 Direct Mailers

This is an effective method of sending reminders to the doctor by non-personal means, but this proves to be effective only if the contents provide something of the value for the doctors like an abstract of the studies regarding the product etc. Doctor are usually very selective in seeing their mail and they are quick to observe if something deserves their attention or not ^[19].

3.3 Out-of-Clinic Communication Mix

With the ever-increasing shortage of time and attention inside the clinics of the busy medical practitioners, pharmaceutical companies are paying more and more attention to activities performed outside the chambers of the doctors. Some of these activities have been used since long, and some have just started to gain momentum ^[19].

3.3.1 Seminars/Symposia/Round Table Discussion

A very popular promotional technique, which was practiced only by multinational companies until recently, but now more and more national companies are following the suit. A doctor, who is considered to be one of the opinion leaders, and who is willing to speak on behalf of the company is provided all the information about the product, and then provided an audience to address on the benefits of the product and its comparison with other available options ^[20].

Alternatively, a group of doctors is engaged in a round table discussion about the product. The doctors who are selected are

a mix of those who already have some good experience with the product, and some for whom it's a new product. The doctors share their experience at this forum and as a result, those who had no experience of the product might get influenced by those who had, and thus the company's objective may be achieved ^[21].

A company has to be really careful, as seminars/symposia/RTD are always tricky businesses. Doctors do tend to take such activities as an occasion of social get-together, and the company does not get any benefit out of such activities ^[21]. A company may ensure maximum benefit of such activities by considering the following seriously:

- The medicine, which is to be discussed, must have profile where doctor would be interested to learn. As such, a tried and tested molecule may not be a suitable topic for such activity.
- The speakers must be selected very carefully. They must have some credibility in their area of expertise, and must be known for their research and academic activities.
- The speakers should not be politically affiliated with any group, at least not in practical terms.
- The objectives of the event must be spelt out very clearly, and the proceedings must be moderated properly.
- The proceedings must be recorded, and communicated in a suitable form to other target doctors so that the benefit of the activity doesn't keep confined to the participants of the event only.

3.3.2 Sponsorships

The medical practitioners throughout the country have their representative bodies, which are either general medical bodies like Pakistan Medical Association, Pakistan Medical & Dental Council, Pakistan Islamic Medical Association etc., or related to a particular specialized area like Pakistan Hypertension League, Cardiology Society of Pakistan, Diabetic Association of Pakistan, Pakistan Orthopedic Association etc. All these representative bodies have their quarterly, bi-annual or annual conferences, where latest research findings are discussed and papers presented. These events provide an excellent forum to develop a rapport with the leading doctors, and position the company effectively ^[21, 22].

Pharmaceutical companies take advantage of such events either by sponsoring the event itself by putting up a stall at the venue, sharing the organizational cost, placing an ad in the souvenir and sponsoring a speaker to the event, or by sponsoring the registration of participants for the event. The issues faced during such events are very similar to seminars etc., where many doctors take this opportunity as a free trip to the event, with no academic consideration whatsoever. However, if effectively planned and executed, participation in such events may yield enormous benefits for the company ^[23, 24]. Other points to be considered are the following:

- There is a big crowd of companies putting up their stalls and trying to get doctors to their stalls and spending time with them. Therefore a company has to come up with a creative idea so as to differentiate their position at the event.
- A careful approach is needed to make sure that the academic discussion may not be termed as a setup by the company, which is a difficult thing to do as when a company actively participates in an event, all discussion

regarding their product are taken as “sponsored” by the audience.

3.3.3 Film Shows

The modern audio-visual techniques have also arrived in pharmaceutical marketing, and progressive companies are adopting this technique and preferring it to seminars and other forms of direct communication. Companies get films made on their products, and arrange film show for doctors, usually in wards of hospitals, and for general physicians at hotels ^[22, 23].

The advantages of the film shows are the following:

- Highly cost effective as the cost of developing material according to each conference and sponsoring the speakers is eliminated.
- A consistent message across the country, which is not possible when to arrange speaker-programs.
- Films, by virtue of the aesthetic possibilities can be made very interesting using latest animation and editing technique, and can be far more absorbing than listening to a speaker.
- A copy of the films can be given to the doctors who avoid attending events due to either their busy schedule, or their personality profile.

3.3.4 Advertisements

There are numerous medical newspapers/journals published in Pakistan, which provide an opportunity to communicate to the doctors through advertisements. This is again an area, which has to be very carefully planned in order to get any advantage ^[24]. The major considerations are the following:

- The readership of the journal is never authentic in Pakistan. Publishers claim 20,000 where the actual circulation is not more than 5,000. A company must have its own source of verifying through surveys etc., before selecting a newspaper or journal for advertisement.
- Almost all medical publications survive and thrive on advertisements with their subscription is usually zero. When doctors are not spending money on getting a journal, they usually do not take it seriously. Once again, company needs to evaluate the preferences of doctors and must find out which publications do they actually read.
- Companies must focus on placing the products according to the contents of each issue. The publications can be asked to provide a copy of the table of contents with their tariff, which may help the marketing team to identify the appropriate product to be advertised.
- Publishers usually distribute their magazine randomly. For example, a publisher may be printing 3,000 copies, whereas he might have a list of 10,000 doctors. So he randomly selected the doctors to whom the magazine/newspaper will go. This way, the company may be losing lots of doctors. The best way to address this issue is to strike a deal with the preferred newspapers/journals to place advertisements only if a certain number of the target doctors of the company will get the copy. Publishers usually have no problem in this because they any way were sending the copies randomly.

3.3.5 Public Relations

Since pharmaceutical companies cannot directly approach the consumers, they are reverting more and more to voicing their

messages at public forums and through newspapers so that they can increase awareness amongst the masses about their product.

3.3.6 Other Activities

ii) Corporate Marketing

Pharmaceutical companies in Pakistan have historically been brand-oriented. However, during the last few years, progressive and aggressive companies have started to realize that it's basically the corporate profile, which adds value to the brand, and helps the doctor to identify the brand differently from others.

iv) E-Marketing

Today, not only multinationals, but also local companies are paying much attention to the wonderful tool of Internet marketing. However, the medical profession due to their extremely busy schedule is not too receptive towards using computers and internet quite often, but nevertheless, it is gaining ground fast. Companies are not only placing their promotional literature on the web, but also developing sites of interest for the doctors, and trying to get them visit those sites. It can be safely assumed that 3-5 years down the line, web will become of the most widely used and effective medium for promotion in pharmaceutical industry ^[25].

3.4 The Marketing Communication Mix

The specific mix of advertising, personal selling, sales promotion, public relations and direct-marketing tools a company uses to pursue its advertising and marketing objectives.

3.4.1 Advertising

Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

3.4.2 Personal Selling

Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

3.4.3 Sales Promotion

Short-term incentives to encourage the purchase or sale of a product or service.

3.4.4 Public Relations

Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events ^[19].

3.4.5 Direct Marketing

Direct communications with carefully targeted individual consumers to obtain an immediate response, and cultivate lasting customer relationships.

3.5 Steps in Developing Effective Communication Mix

The development of effective communication mix in pharmaceutical marketing is a complex task, which goes through several steps, which are discussed below:

3.5.1 Identifying the Target Audience

A marketing communicator starts with a clear target audience in mind. He has to clearly know the profile of the doctors who

will receive the message. A message intended for general practitioners will be completely different from a message intended to reach a specialist/consultant. In case of GPs, the message will be simple, slightly non-technical and clear as the diseases treated by GPs are usually simpler and nature, and they also avoid high-risk patients. However, a message focused on specialist has to take into account the knowledge the doctor himself is supposed to have about the product. Such doctor will be least interested in hearing about the basic profile, mode of action etc. of the drug, and will be looking for results of latest trials or abstracts from articles recently published [20, 21].

3.5.2 Determining the Communication Objectives

Once the target audience has been defined, the marketing communicator must decide what response is sought. Of course, in pharmaceutical marketing, the final response is prescription. But prescription is the result of a long process of decision making by the doctor. The factors, which may affect the communications objectives in context of pharmaceutical marketing, can be the following:

i) Doctor's readiness stage

A doctor can be in one of the following stages of readiness at any given time. These stages include awareness, knowledge, liking, preference, conviction, and prescribe. The marketer must be absolutely clear about where do the target doctors stand when they will receive the communication. There is so much in a medicine to talk about in so little time. Therefore, it is a major issue to be sure of what to communicate and what not. A doctor, who has just the basic knowledge about the product would be looking for further details, whereas, the doctor who has already developed a liking for the product may be looking just for one good reason to prescribe. The communication objective will be largely affected by these situations [20, 21].

ii) Profile of the target doctors

Consultants and specialists usually dislike detailed presentations as they feel the representative is trying to teach them. Therefore, the objective in such cases should be to deliver a crisp and direct message. Whereas, in case of junior doctors and general practitioners, the message must be elaborate and covering all the relevant and necessary details as this is what the doctors are looking for.

iii) Product profile

For a brand, which contains an active ingredient, which is comparatively newer, the communication objective must be to take nothing for-granted, and the message should contain all necessary details. Similarly, a brand to be used in serious medical conditions, like hypertension, diabetes or blood disorders need to be explained thoroughly. On the other hand, brand of simple analgesic or multivitamin should be promoted with simple and basic message [21].

iv) Product life cycle stage

A product, which has been on the market for long is known fully to the doctors. They are not interested to know the details and the message should serve just as a reminder to them. On the other hand, a drug recently launched might still have some areas about which the doctors are not clear, and information regarding the drug may do well for the brand [22].

3.5.3 Designing a Message

Having defined the desired audience response, the communicator turns to developing an effective message. Ideally, in general marketing terms, the message should get Attention, hold Interest, arouse Desire, and obtain Action (a framework known as the AIDA model). However, in pharmaceutical marketing communication, the D for Desire should be replaced with D for Decision; which means that the message must get Attention, hold Interest, facilitate Decision, and obtain Action, which in this case is prescription [23].

Normally, the attention is grabbed in pharmaceutical marketing through starting the discussion with a real life situation, which can be then related to the profile of the product. The detailing tools used are usually carrying an attractive visual on the front page, with a caption, which serves the purpose by getting the attention of the doctors. Sometimes, some of the major concern of the doctors can be highlighted on the first page, on which the doctors focus their attention and then they can be taken to the product message. The interest is held through developing the message in such a way that the doctor feels interest in the discussion. Normally, those areas are highlighted regarding the product profile, which are important for the doctor to understand. Use of pictures, graphics and colors help in retaining the interest of the audience [24].

The decision is facilitated through anticipating the queries and answering them during the discussion. If the doctor might be concerned for the price, then the message should take that into account, and this objection should be tackled during the discussion before the doctor can throw the question across. The major concerns usually are regarding efficacy, safety, and comparative data with reference to other treatment options, price and availability of a product. A good marketer always addresses these concerns in his message. Finally, the message gives some solid reason at conclusion, which may convince the doctor to prescribe the product. It can be the major USP of the product, which clever marketers might save for the closing of the discussion [25].

3.5.4 Choosing Method of Delivery

The marketing of pharmaceutical entails two sets of tools, in-clinic and out-of-clinic. A communicator has to choose from the two sets, or may come up with the mix of selected tools from the two sets. The core message will though remain same, but the communicator needs to adapt the message according to the medium being used. The basic tool for communication remains the detailing aid, which the company's representative uses in the doctor's clinic. This detailing aid contains almost all important details, from which a representative may choose what to communicate and what not according to the situation and response of the doctor. The leave behind tools usually contain the core message and support information, which can remind the doctor of the basic stance of the product and its benefits for the patients [22, 23].

The press advertisement again repeats the same message, but is focused more on the benefits, which a doctor can pick while flipping through the pages of a magazine or medical newspapers. If the communicator feels that there is a need of interactive communication, he might think of using a forum to put the message across like a seminar or a panel discussion.

3.5.5 Collecting Feedback

After sending the message, the communicator must research its effect on the target audience. The immediate feedback comes from the sales trend of the product, which tells how effective the communication has proven to be. Another effective method is the visits from the marketing and sales management personnel to sample doctors and during discussions, it becomes evident if the message has been delivered effectively, and did the contents provide answers to the queries of the doctors. In some cases, the company might also decide to go for surveys or other formal methods of research, sometimes with the help of outside agencies to know how well the communication has been designed and delivered [23, 24].

3.6 Integrated Marketing Communications

Pharmaceutical marketing professionals are fast becoming aware of the latest development in the discipline of marketing, and they have also started to adopt latest theories in communications. Unlike few years back, when all tools were used in isolation from each other, which messages and format changing as per the requirement of the tool, now we find a synergy in all marketing activities. Marketers are making all efforts to make sure that each next step in the communication process adds some value to the previous one. Right from the detailing folder, to leave behinds, to press advertisements, and even to discussion forum, the same message is presented in different forms [17, 19].

Product slogans, logos and positioning statements are taking up fast. One look at the advertisements appearing in the medical press and you realize that pharmaceutical marketing has come a long way from the basic, "Panadol for Pain" stage. Now you come across trendy and catchy slogans just like consumer products. Product positioning is now being based on emotional appeals, which is a takeoff from simple no-nonsense kind of approach pharmaceutical marketing symbolized for long [25].

Today, each product stands for something. A look at a pharmaceutical companies' communications gives a clear idea of current status of marketing, where the core message is integrated all across the communication tools and media. The line between pharmaceutical marketing and general marketing is thinning, but still intact and will remain so, considering the peculiar characteristics of pharmaceutical products, and the dynamics of the industry.

3.7 Pharmaceutical Marketing – Future Outlook

Things are changing at lightening pace in pharmaceutical marketing, as in all other discipline. The scenario in Pakistan is very dynamic and evolving rapidly. Things have really changed if we considered the local pharmaceutical industry. The pharmaceutical industry in Pakistan has gone through a major transformation during the last five years. The share of MNCs has gone down from 65% in 1992, to 55% in 2002 and 45% in 2010. The local pharmaceutical companies, which were previously, consider as low quality and low price options are now rapidly emerging as brand leaders in several categories [25].

The future of pharmaceutical marketing paints a very interesting picture. Doctors are giving more importance to product information, and conventional gifts and services are no more an effective tool. The worldwide emergence of DTC or Direct to Consumer marketing is yet to gain ground in

Pakistan, but soon we will find companies arranging events and launching PR campaigns to create consumer awareness [25]. One thing is for sure; mediocrity now has no future in pharmaceutical marketing. Things will keep on becoming tough, and only those companies will survive who invest a lot in corporate image building, foster a vision, and develop a winning culture in their organizations.

4. Conclusion

The conclusion of the research is that the development of effective communication mix in pharmaceutical marketing is a complex task, which goes through identifying the target audience, determining the communication objectives, designing a message, choosing method of delivery, collecting feedback. Pharmaceutical marketing professionals are fast becoming aware of the latest development in the discipline of marketing, and they have also started to adopt latest theories in communications. Unlike few years back, when all tools were used in isolation from each other, which messages and format changing as per the requirement of the tool, now we find a synergy in all marketing activities. Marketers are making all efforts to make sure that each next step in the communication process adds some value to the previous one. Product slogans, logos and positioning statements are taking up fast. Product positioning is now being based on emotional appeals, which is a takeoff from simple no-nonsense kind of approach pharmaceutical marketing symbolized for long. It is further concluded that the line between pharmaceutical marketing and general marketing is thinning, but still intact and will remain so, considering the peculiar characteristics of pharmaceutical products, and the dynamics of the industry. In-Clinic Promotional Mix includes detailing aid; leave behind material, samples, gift/giveaways, direct mailers. Out-of-Clinic Promotional Mix includes clinical trials/studies, seminars/symposia/round table discussion sponsorships, film shows, advertisements, public relations, free medical camps, corporate marketing, hospital/ward improvement programs, E-marketing. It is finally concluded that the prescription chain starts with the information to the doctor by the company's sales team. The information is communicated through either in-clinic promotional activities, or out-of-clinic promotional efforts. The doctor, if convinced, prescribes the product and the patient goes and buys the product, thus making the both Product Chain & Prescription Chain meet in the end, which was the basic marketing objective. So, it has been observed the overall promotional Mix revolves around the effective communication Mix in Pharmaceutical Marketing.

5. References

1. Kola I, Landis J. Can the Pharmaceutical Industry Reduce Attrition Rates? *Nature Reviews* 2004; 3(August):711-715.
2. Ahmed RR, Saeed A. Pharmaceutical Drug Promotion Practices in Pakistan: Issues in Ethical and Non-Ethical Pharmaceutical Practices. *Middle-East Journal of Scientific Research* 2014; 20(11):1630-1640.
3. Sattar I, Maqsood A. A Marketing Mix Model for Pharmaceutical Industry - A Pakistani Perspective. *The Journal of Independent Studies and Research* 2003; 1(2):38-56.
4. Duffy CM, Clark M. Who receives free sample medications? *Journal of General Internal Medicine*

- 2003, 18:205.
5. Ahmed RR, Sattar I. Pharmaceutical Promotional Mix in Pakistan. *Middle East Journal of Scientific Research* 2014; 21(3):533-542.
 6. Pollack, Andrew. Despite Billions for Discoveries, Pipeline of Drugs is Far from Full. *The New York Times*. April 19, 2002.
 7. Filmore D, Thayer AM, Willis RC. Pipeline Challenges. *Modern Drug Discovery* 2004; October: 28-34.
 8. Henderson R. Drug Industry Mergers Won't Necessarily Benefit R&D. *Research Technology Management* 2000; 43(4):10-11.
 9. Ahmed RR, Saeed A. Ethical and non-ethical Pharmaceutical marketing practices: Case study of Karachi city. *Interdisciplinary Journal of Contemporary Research Business* 2012; 3(11):456-475.
 10. Landau R, Basil AS, Alexander. *Pharmaceutical Innovation: Revolutionizing Human Health*. Chemical Heritage Press, 1999, 100-105.
 11. Ahmed RR, Parmar V, Ahmed J. Factors that affect attitude towards Generic Drugs Perception: Comparison of Physicians & General Practitioners of Karachi City. *International Journal of Marketing and Technology* 2012; 2(11):151-178.
 12. Wolpert J. The BUY vs. BUILD Challenge to Drug Makers' Performance, Mergers and Acquisitions. *Philadelphia* 2004; 39(8):22.
 13. Vashistha VM. MCI's New Code of Ethics for Medical Professionals: An exercise in vain or a welcome move. *Indian Pediatrics* 2010; 47:329-30.
 14. Ahmed M, Akhter N, Awan M, Murtaza G. Ethical Evaluation of Pharmaceutical marketing in Pakistan. *Academic Journal* 2011; 17(2):215.
 15. Pavlou A. Biotechnology M & A insight: Deals and strategies. *Journal of Commercial Biotechnology* 2003; 10(1):85-91.
 16. Kuvatbayeva AA. Modeling Situational Room for Healthcare. *World Applied Sciences Journal* 2013; 26(2):209-212.
 17. Aamir M, Zaman K. Review of Pakistan Pharmaceutical Industry: SWOT Analysis. *Int Jour of Business & Inf Tech* 2011; 1(1):114-117.
 18. Lam and Michael D. Dangerous Liaisons. *Pharmaceutical Executive* 2004; 24(5):72.
 19. Agarwal S, Desai S, Holcomband M, Oberoi A. Unlocking the value of Big Pharma. *The McKinsey Quarterly* 2001; (2):65-73.
 20. Singh A, Sharma PK, Malviya R. Eco Friendly Pharmaceutical Packaging Material. *World Applied Sciences Journal* 2011; 14(11):1703-1716.
 21. Myshko D. The Secret to Alliance Success. *Pharma VOICE* 2004; 4(10):14-24.
 22. Ratner M. Public-private Model Pursues Precompetitive R&D. *Nature Reviews Drug Discovery* 2004; 3:987.
 23. Stephen R, Parker CE. Ethical Considerations in the Use of Direct-To-Consumer Advertising and Pharmaceutical Promotions: The Impact on Pharmaceutical Sales and Physicians. *Journal of Business Ethics* 2003; 270-290.
 24. Cathy R, Kessenich MH. Pharmaceutical Companies and the Prescriptive Practices of Nurse Practitioners. *Journal of the American Academy of Nurse Practitioners* 1999; 11(12):533-538.
 25. Shahu I, Amol D. Influence of Drug Promotion by Medical Representatives on Physicians Prescribing Pattern. *Indian Journal of Public Health Research and Development* 2010; 1(2):46-60.