

Medico-marketing



Module 11 Topic 8

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- **Medico-Marketing** is an exchange of drug information among drug manufacturing company and the recommending doctor, Nurse, Pharmacist or with the end user
 - The intention behind this data exchange is to describe the pharmaceutical company's products and how it will benefit the patient community in diagnosis or management of the human ailments



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- Medico- marketing writing focuses on the documents that advertise drugs and explain their benefits to physicians, pharmacists and consumers.
 - These include sales literature for newly launched drugs, data presentation, medical journals etc.
 - Medico marketing writing is generally more patient centric and because the documents are written for general public they are written in as simple language as possible.



Medical writing

Promotional



Regulatory/Scientific



Medico-marketing documents (Promotional materials)

- Promotional materials refer to any material used in promotion or advertising, directly via product promotion representatives and distributed in the meetings directed at healthcare professionals, including but not exclusive of the following:
 - Printed materials such as booklets, medical journals, leaflets and advertisements, providing sufficient and necessary information only about a product and relevant diseases;
 - Audio-visual materials with an educational or informative purpose, presented in storage media such as flash disks and CDs/DVDs;



Medico-marketing documents (Promotional materials) (contd)

- Audio-visual materials such as films, slides, video shoots, databanks and electronic media including the Internet;
- Any type of publications and materials that may be used as a source of information/data/reference by relevant circles;
- Programs and materials intended for patient education;



Goals of Medico-marketing

- Maximise sales
- Maximise product lifecycle
- Demonstrate medical and marketing competence
- Protect credibility
- Be successful!



Promotional material for healthcare professionals

- The promotion of prescription-only drugs to physicians, dentists and pharmacists constitutes a natural and key step within the process of discovery, development and marketing of drugs.
- Promotion aims to ensure that the data, information and remarks obtained from laboratory and clinical trials requiring years of work and high expenditures, are promptly disseminated to healthcare professionals via modern communication techniques.
- The role of scientific promotion cannot be denied in the rational use of drugs.



Medico-Marketing/ Drug Promotion

- The advertisement is a key element of marketing strategy in which the advertising messages consist of a combination of information and persuasion.
- WHO defines drug promotion as “all the informational and persuasive activities by manufacturers and distributors, the effect of which is to induce the prescription, supply, purchase and/or use of medicinal drugs.”
- Physicians are approached by medical representatives (MRs), presented with sample medicine, emblematic offerings, and aide memoire articles and industry supported continued medical education, promotional write-up in the medical journals, etc.



Medico-Marketing/ Drug Promotion

- One of the well-known advertising actions of pharmaceutical corporate house to produce marketing brochures.
- Drug promotional literature (DPLs) used by the pharmaceutical house has been recognized to have noteworthy influence on the prescription pattern of the medical doctors.
- There is a debate about the accuracy and reliability of information, provided by the drug companies through MRs to physicians not only in developing countries but also in developed countries.



Promotional material : Guidance

Where the purpose of promotional material is to provide persons qualified to prescribe or supply with sufficient information upon which to reach a decision for prescribing or for use, then the following minimum information, must be given clearly and legibly and must be an integral part of the promotional material:

- The relevant drug, the name and address of the holder of the authorization of the drug or the business name and address of the part of the business responsible for placing the drug on the market
- The name of the drug and a list of the active ingredients using the generic name, placed immediately adjacent to the most prominent display of the name of the drug;
- Recommended dosage, method of use and where not obvious, method of administration;



Promotional material : Guidance (contd)

- Adverse reactions, warnings and precautions for use and relevant contraindications of the product;
- A statement that additional information is available on request;
- The date on which the above particulars were generated or last updated



Promotional material : Guidance

- Promotional material such as mailings and journal advertisements must not be designed to disguise their real nature
- When a pharmaceutical company pays for or otherwise secures or arranges the publication of promotional material in journals, such promotional material must not resemble editorial matter
- All promotional materials appearing in journals, the publication of which is paid for or secured or arranged by a company and referring by brand name to any product of that company, must comply with (the requirements immediately above) as appropriate, irrespective of the editorial control of the material published



Promotional material : Guidance

- Promotional material must conform, both in text and illustration, to canons of good taste and must be expressed so as to recognize the professional standing of the recipients and not be likely to cause offence
- The names or photographs of healthcare professionals must not be used in promotional material
- Promotional material must not imitate the devices, copy slogans or general layout adopted by other companies in a way that is likely to mislead or confuse



Promotional material : Guidance (contd)

- Where appropriate (for example, in technical and other informative material), the date of printing or of the last review of promotional material must be stated
- Postcards, other exposed mailings, envelopes or wrappers must not carry matter which might be regarded as advertising to the lay public or which could be considered unsuitable for public view



Full and Abbreviated Advertisements- Journals

- A full advertisement is the one that includes promotional claims for the use of products
- Abbreviated advertisements may only appear in professional publications i.e. publications sent or delivered wholly or mainly to members of the health professions and/or appropriate administrative staff



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- Full advertisement should consist of the following:
 - the name of the medicine (which may be either a brand name or a non-proprietary name)
 - a quantitative list of the active ingredients,
 - at least one authorized indication for use consistent with the summary of product characteristics
 - the route of administration
 - common side-effects likely to be encountered in clinical practice, together with a statement that prescribers should consult the summary of product characteristics in relation to other side-effects
 - any warning issued by the health authorities
 - the legal classification of the product
 - the number of the relevant marketing authorization and the name and address of the holder of the authorization



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- Abbreviated advertisements must provide the following information in a clear and legible manner:
 - the name of the medicine (which may be either a brand name or a non-proprietary name)
 - the non-proprietary name of the medicine or a list of the active ingredients using approved names where such exist
 - at least one indication for use consistent with the summary of product characteristics



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- a statement that prescribers are recommended to consult the summary of product characteristics before prescribing, particularly in relation to side-effects, precautions and contra-indications
 - the legal classification of the product
 - any warning issued by the regulatory/health authorities
 - the name and address of the holder of the marketing authorization or the name and address of the part of the business responsible for its sale or supply



Why Direct-to-Consumer Advertising of Prescription Drugs is not recommended?

- Advertising drives up prescription drug costs
- Advertising does not provide the impartial, objective information consumers need to make informed health choices. Its main goal is to increase product sales
- Prescription drugs are not like other consumer goods. Even when used properly, they can cause serious harmful effects, sometimes even death
- A sick person is not like someone shopping for a new perfume. People are vulnerable when they are ill and often have to make extremely difficult treatment choices



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- Companies almost always advertise their newest products to gain market share and recoup development costs. New drugs are not necessarily any safer or more effective, but are usually costlier. Often little is known about rare or long-term risks
 - There is no evidence that advertising helps patients to make better choices about prescription drug use or that public health will improve as a result
 - Doctors often rely heavily on manufacturers for information about drugs, rather than independent information sources, which are often less easily accessible. Studies show that the doctors most influenced by pharmaceutical promotion tend to prescribe less appropriately



Some examples of DPL





(Advertisement from the Indian Journal of Dermatology, Venereology, Leprology. Vol 71, Issue 6, Nov-Dec 2005.)



Strengthen fight against
SEVERE nosocomial infections



KEPHAZON-S Forte
Cefoperazone & Sulbactam (2:1) 1.5g / 3g Vials



KEPHAZON-S Forte IVIM

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OSTEOPOROSIS



ONLY **1** INJECTION FOR THE **WHOLE YEAR**

UNMATCHED
COMPLIANCE

"The availability of a once-a-year zoledronic acid (**Edonax**) in fusion heralds a new era in the management of osteoporosis. It (**Edonax**) virtually eliminates the problem of poor compliance with orally administered bisphosphonates and, because it bypasses the gastrointestinal tract, it is not associated with gastrointestinal side effects."

Drug Des Devol Ther. 2010; 4: 321-335

UNMATCHED
EFFICACY

- 70%** Reduction in Vertebral Fractures
- 41%** Reduction in Hip Fractures
- 06%** Increase in BMD at total Hip
- 5.1%** Increase in BMD at Femoral Neck
- 6.7%** Increase in BMD at Lumbar Spine

HORIZON-PFT

Drug Des Devol Ther. 2010; 4: 321-335

The Active 'D'
Bone-Lift
(Alfacalcidol Tablets 0.5 & 1 mcg)



FOR A **ABSOLUTE PROTECTION**
AGAINST **OSTEOPOROSIS**

ROBUST
EVIDENCE

"There is now robust evidence that alfacalcidol (**Bone-Lift**) may be particularly active in conditions characterized by an increased rate of bone loss. Alfacalcidol (**Bone-Lift**) 1 microg/day fully prevented vertebral bone loss over 3 years in women after the first year of menopause."

J Rheumatol Suppl. 2005 Sep;76:21-5

DECREASE
FRACTURE RISK

"In postmenopausal osteoporosis, the administration of Alfacalcidol (**Bone-Lift**) to women resulted in an increase in trabecular bone mineral density (BMD), prevention of cortical bone loss, and a significant reduction in the incidence of further vertebral fractures."

J Rheumatol Suppl. 2005 Sep;76:21-5



OSTEOPOROSIS

When reflux distresses your patient along with acidity...



DOMIPAN-DSR

Pantoprazole 40 mg. + Domperidone 30 mg. SR

CAPSULE

OFFER DUAL ADVANTAGE

PANTOPRAZOLE

Pantoprazole is a Gastric proton pump inhibitor drug & Markedly inhibits basal & stimulated gastric acid secretion in the parietal cells of the stomach.

DOMPERIDONE

Potent dopamine antagonist increases pressure on Lower Oesophageal Sphincter hence prevents reflux & normalizes gut motility

Indication :

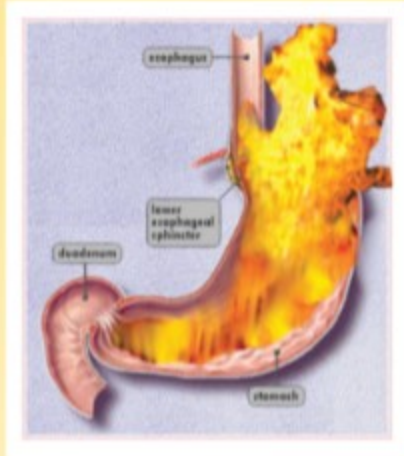
Reflux Oesophagitis

Heartburn & Dyspepsia

Alcoholic Gastric

Nausea, Vomiting

Peptic Ulcers



Also Available

DOMIPAN

Pantoprazole 40 mg.
TABLETS

DOMIPAN-DSR The ultimate controller in acid peptic disorders