

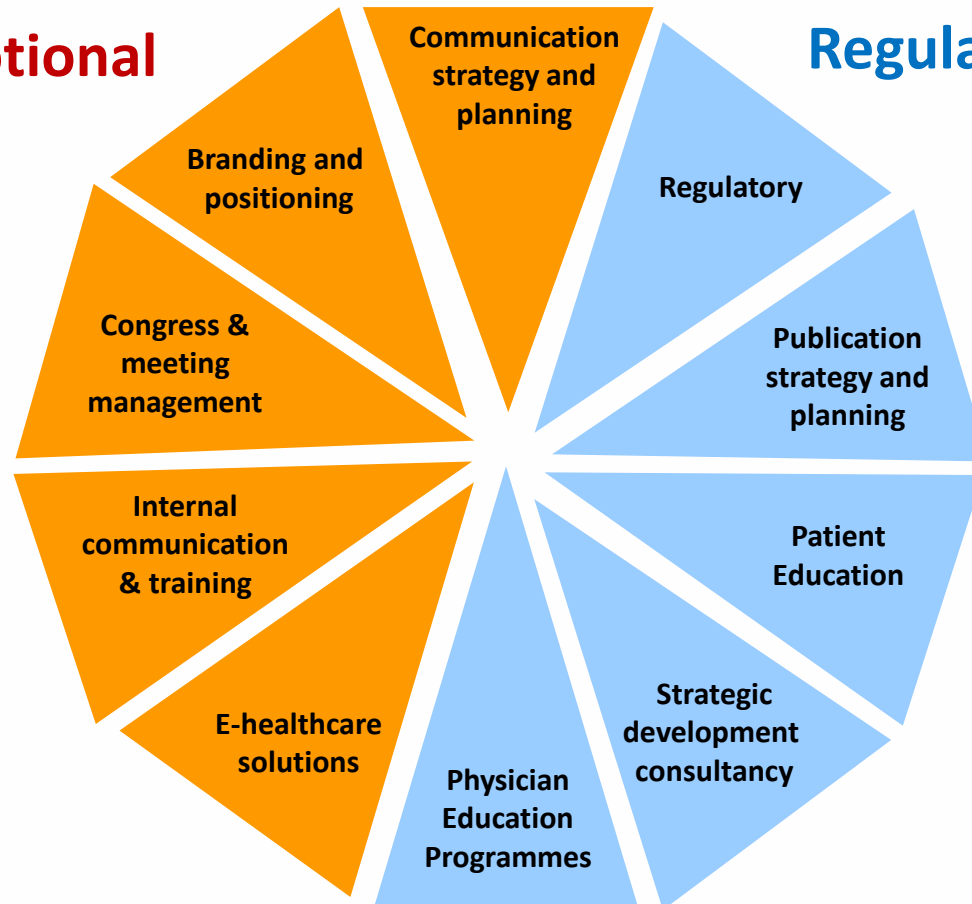
# Medico-marketing



# Medical writing

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## Promotional



## Regulatory/Scientific



# Goals of Medico-marketing

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



# Medico Marketing Audience

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- Prescribers - Doctors, dentists, pharmacists
- Non prescribers - Nurses, Office attendants of physicians,
- Others - Patients, lay persons



# Types of Medical Writing

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- Prescribers
  - Visual aids for detailing
  - Package inserts under various names
  - Leave behind literature
  - Journal articles
  - CDs/USBs/DVDs/you tube links
  - Online promotions on Zoom etc
- Others
  - Education material
  - Disease information
  - Websites for such information
  - These are generally more patient centric and written in as simple language as possible



# Promotional material for doctors

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- The promotion of prescription-only drugs to physicians, dentists and pharmacists constitutes a natural and key step in 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.



# Promotion to Doctors

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- Physicians are approached by medical representatives (MRs), presented with sample medicine, emblematic offerings, and aide memoire articles
- 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.



# Guidelines for preparing literature

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- IFPMA code International Federation of Pharmaceutical manufacturers and Associations guidelines for marketing pharmaceuticals
- UCPMP - Uniform Code for Pharmaceutical Marketing Practices – Guidelines for India promulgated by the Government





# Promotional material : Guidance

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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 Manufacturer and Marketer
- The name of the drug and a list of the active ingredients using the generic name,
- Recommended dosage, method of use and where not obvious, method of administration;



# Promotional material : Guidance (contd)

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- 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

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- 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

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- 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)

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- 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 Advertisements- Journals

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- A full advertisement is the one that includes promotional claims for the use of products
- These will have the whole prescribing information attached



# Abbreviated advertisements – Journals, leave behind cards

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- These have name of drug and indication
- Abbreviated advertisements must provide the abbreviated prescribing information:
  - The brand name and non-proprietary name or a list of the active ingredients
  - indication and dose
  - Warnings, precautions, adverse reactions, contraindications
  - a statement that prescribers are recommended to consult the summary of product characteristics before prescribing
  - Manufacturer's and marketer's name,



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

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- 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**) infusion 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 Devel 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

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

HORIZON-PFT

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 :

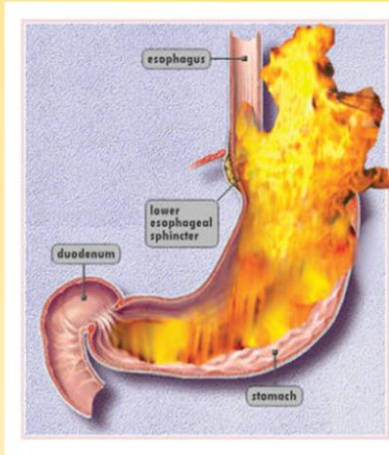
Reflux Oesophagitis

Heartburn & Dyspepsia

Alcoholic Gastric

Nausea, Vomiting

Peptic Ulcers



Also Available

## DOMIPAN

Pantoprazole 40 mg.  
TABLETS

**DOMIPAN-DSR** The ultimate controller in acid peptic disorders

