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## “INFLUENCE OF PHYSICIANS PRESCRIBING PATTERN ON PHARMACEUTICAL MARKETING STRATEGIES”

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### ABSTRACT

This study's goal is to determine Influence of Physicians Prescribing Pattern on Pharmaceutical marketing strategies. A research study design was used as the methodology. The research population will consist of about 3478 academic and non-academic personnel during the study. Researchers used a stratified random sample to interview 3% of the entire population. A self-created questionnaire was utilised as a tool during the study and was given to 104 responders, 102 of whom were searched. To test the theory, correlation coefficients were used.

## INTRODUCTION

Pharmaceutical marketing practices are one of the main reasons that massively influence the physician's prescribing behaviour. This issue has been hardly explored in very little studies that investigated the impact of pharmaceutical marketing strategies on prescribing patterns in developing countries and Middle Eastern countries.

Prescription drugs constitute the primary source of revenue for the pharmaceutical industry. Most pharmaceutical companies commit a great deal of time and money to market in hopes of convincing physicians about their products. The objective of this study is to assess perceived influence of pharmaceutical marketing mix strategies on physicians' prescribing behaviours in hospitals.

More than half of physicians perceived that pharmaceutical marketing mix strategies influence their prescribing behaviour. The qualitative design also revealed that pharmaceutical marketing mix strategies influenced physicians prescribing behaviour. Strengthening the regulation and maintaining ethical practice would help to rationalize the physicians' prescribing practice.

Another way to put it: The strategy is the overall campaign plan and the tactics are the actual means to achieve the objective of the strategic plan. The strategy is the planning, where the latter is the doing. So for this post we will look at strategy (this e-book explores 25 pharmaceutical marketing tactics and techniques).

## LITERATURE REVIEW

### (1) Factors associated with high-quantity prescriptions of benzodiazepines in Sweden

**Dag Isacson Kerstin Bingefors (1993)**

An important consideration when discussing psychotropic drug prescribing and use is the amount of drug prescribed at each visit. In this study, the Swedish Diagnostic and Therapeutic Survey was used to analyse high-dose benzodiazepine prescriptions. The total amount of benzodiazepines prescribed - measured as defined daily dose (DDD) - was calculated for each visit. A volume prescription above the 90th percentile applied to the distribution of DDD prescribed per physician visit was defined as a large volume prescription. Using this definition, prescriptions with 200 DDD or more (14.9% of the total) were classified as bulk prescriptions. The analysis compared the proportion of high-dose prescriptions in different subgroups. The study showed a strong association between patient age and higher prescriptions, but patient gender was less important. Internal medicine specialists and psychiatrists were more likely to prescribe high-dose prescriptions than other physicians, and physician age differences were small. Patients with insomnia received higher-dose prescriptions more frequently than others, and patients with neurological problems received fewer prescriptions. seldom received a large number of prescriptions. Additionally, the study showed that in the three largest cities and the least populated municipalities, mass ordinances were less common than in medium-sized municipalities.

## **(2) Patterns of preference for information sources in the adoption of new drugs by specialists**

**Marilyn Y. Peay (1990)**

This study investigated the introduction of new prescription drugs by professionals treating serious illnesses using relatively high-risk drugs with potentially serious side effects. One hundred and fifty-six experts, practicing primarily in the medical specialty, evaluated a variety of drug information sources and reviewed these sources in the general drug approval process and his one adoption of several targeted drugs. reported for use. As predicted, patterns of drug acceptance among health professionals differ significantly from those commonly reported in previous studies. These studies are usually based on a sample of general practitioners or general practitioners and specialists. In both standard recruitment procedures and targeted drug recruitment, professional sources predominate throughout the process. The majority of experts reported contacting commercial sources at some stage in the adoption process for targeted drugs, but these sources, as well reported in the literature, were the first It was not the primary source of news, nor was it a component. That in itself has a significant impact on the formulation stage. From these results, in future drug discovery research, different classes of medical professionals, e.g., B. specialists and general practitioners, should be distinguished.

## **(3) Promotion of Prescription Drugs and Its Impact on Physicians' Choice Behaviour.**

**Berndt Ernst R., Bui Linda T., Reiley David H., and Urban Glen L. (1994)**

The authors examine whether and how pricing and advertising influence prescription selection behavior using a comprehensive panel of physicians and data on competitive pricing and advertising. increase. The authors found that physicians were characterized by relatively limited sensitivity to price, that refinement and sampling had predominantly beneficial effects on physicians, and that physicians with relatively large Medicare or health insurance patients I have found that I am less susceptible to advertising than other doctors.

## **(4) Changes in drug prescribing patterns related to commercial company funding of continuing medical education**

**Marjorie A. Bowman M.D. (1988)**

A study was conducted to determine the impact of commercial enterprise (CME) funding for continuing education courses. Medication prescribing rates related to course content were obtained through a self-reported survey of physician participants (374) in three different his CME courses. Surveys were conducted immediately before the course and six months after him. Individual pharmaceutical companies provided most of the funding for each course. Courses I and III are associated with calcium channel blockers and course II is associated with beta blockers. The response rate I before taking the course was 73.0%. 54.0% (highest) thereafter. Course II response rate was 49.4% before and 42.9% after (unmatched). Course III had 121 (61.4%) matching returns.

Prescription rates for some related drugs increased after the course, but overall preference was given to products from sponsor pharmaceutical companies. Physicians participating in a CME and her CME accredited sponsors should be aware of this potential impact, but the ultimate responsibility for properly evaluating medications rests with the prescribing physician.

### **(5) Pharmaceutical marketing strategies' influence on physicians' prescribing pattern in Lebanon: ethics, gifts, and samples**

**Micheline Khazzaka (2019)**

Pharmaceutical manufacturers rely on marketing efforts to influence physicians. Previous research has shown that pharmaceutical companies have successfully controlled the prescribing behavior of physicians in developed countries. However, few studies have examined the impact of pharmaceutical marketing strategies on prescribing patterns in developing and Middle Eastern countries. The purpose of this study was to quantitatively examine the impact of pharmaceutical company strategies on physician prescribing behavior in the Lebanese market in relation to physician demographic variables. Additionally, the study tested whether Lebanese physicians viewed accepting gifts and samples as an ethical practice.

### **(6) A Review Article on Prescription Behavior of Doctors, Influenced**

**By The Medical Representative in Rajasthan, India**

**Ravindra Goyal (2013)**

The World Health Organization defines drug advertising as any information or persuasion by manufacturers and distributors whose effect is to influence the prescription, supply, purchase or use of a drug, but misleading information Incentives and unethical commercial practices using How to increase prescriptions and sales of medicines. Healthcare practitioners provide incomplete medical information to influence prescribing practices. We also offer incentives such as conferences, seminars and national and international sponsorships. Doctors also request gifts and other incentives. For example, when a medical association threatens to boycott a company that does not meet its sponsorship requirements, doctors view all medical associations as blank checks. Manufacturers, pharmacists, and healthcare professionals engage in a variety of unethical trade practices. Of particular interest was the finding that pharmacies are major players in this system, communicating drug information directly to patients

## **RESEARCH METHODOLOGY**

### **Research aim**

The aim of the research is to find the perception of pharmaceutical marketing strategies' influence on physician's prescription behavior.

## Research Objective

The objective of this research was to examine the influence of drug companies' strategies on physicians' prescription behavior in the Lebanese market concerning physicians' demographic variables quantitatively. Moreover, this study tested whether Lebanese physicians considered gifts and samples acceptance as an ethical practice.

## Research design

Results found that pharmaceutical marketing strategies are correlated to physicians' prescribing behavior. We demonstrated that the majority of the promotional tools tested were mostly or sometimes motivating physicians to prescribe promoted drugs. The major tools that physicians agreed to be mostly motivated by are visits of medical representatives and drug samples while sales calls made by pharmaceutical companies are the less influential tool. Regarding gift acceptance, this study demonstrated that physicians consider gifts' acceptance as a non-ethical practice. Results showed that most physicians use free samples to treat their patients. We demonstrated that there is a relationship between physicians' prescribing pattern and their age, gender and the location of practice.

### DATA ANALYSIS

- Research Design: Descriptive
- Research Tool: Questionnaire
- Sample Size: 50 Employees
- Sampling Technique: Random sampling
- Analytical Tool: Graphical method

## RESULT

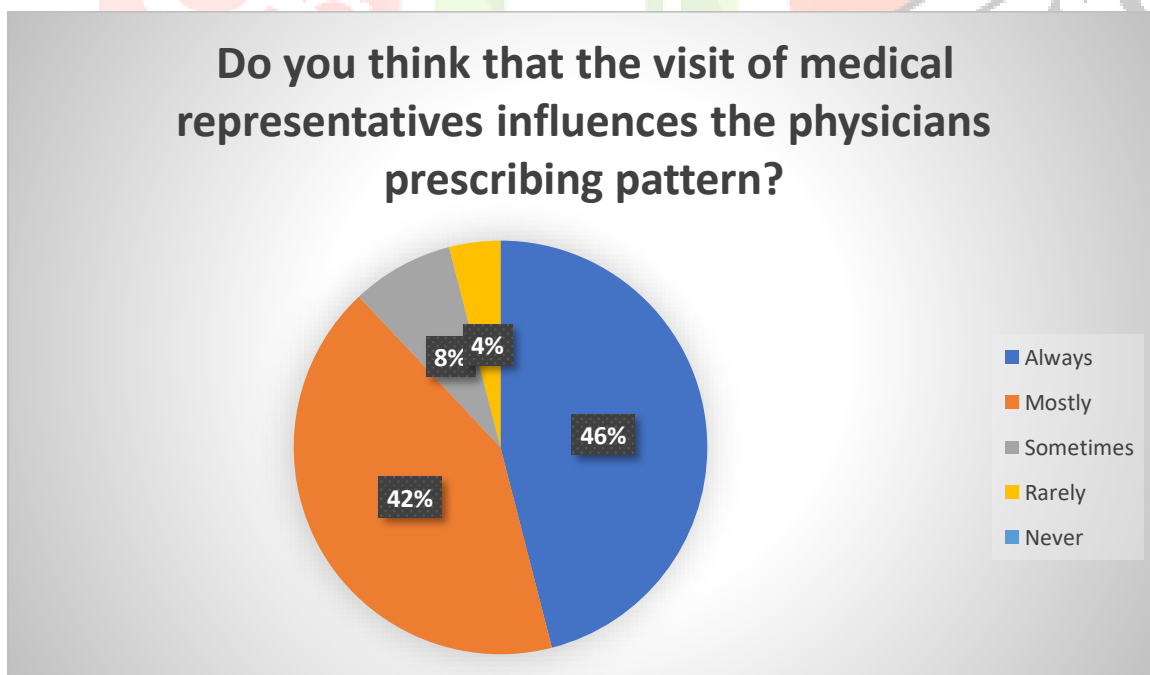
Interpretation: Multiple-choice questions, or MCQ. Are the most commonly used method for measuring the Influence of Physicians prescribing pattern on Pharmaceutical Marketing strategies. The questions are very specific. The participant is given a scale on which he can rate himself based on the value, level of competency, and convenience at work. This is the result of a survey questionnaire on Influence of Physicians prescribing Pattern which is conducted by us and this type of responses we get.

1. Do you think that the pharmaceutical marketing strategies influence on physicians prescribing pattern?



Interpretation: From the above pie chart 96% are saying Yes and 4% are saying No.

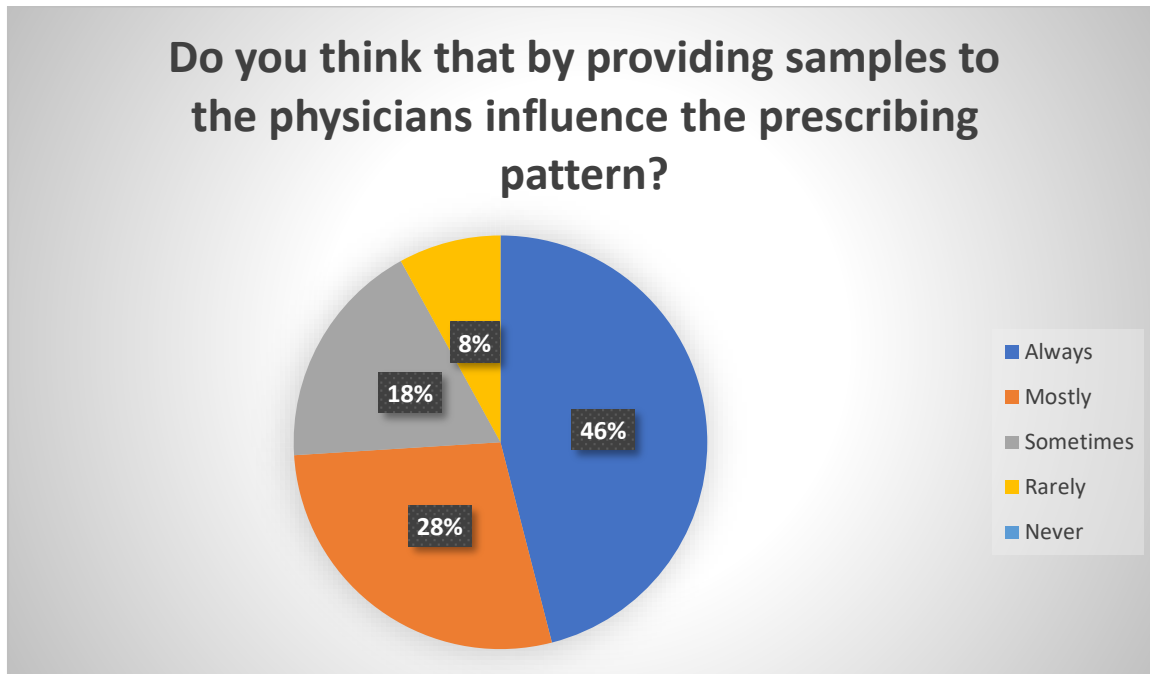
2. Do you think that the visit of medical representatives influences the physicians prescribing pattern?



Interpretation: From the above pie chart, 46% are saying Always, 42% are saying Mostly, 8% are saying sometimes, and 4% are saying Rarely.

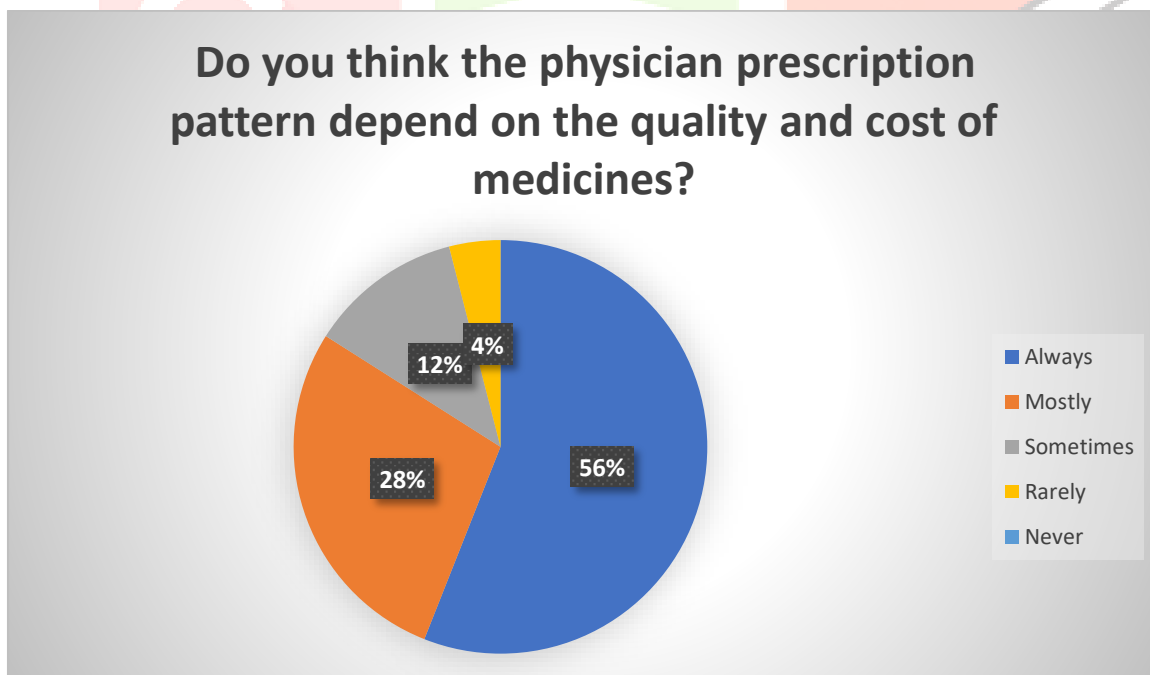


3. Do you think that by providing samples to the physicians influence the prescribing pattern?



Interpretation: From the pie chart, 46% are saying always, 28% are saying mostly, 18% are saying sometimes, and 8% are saying rarely.

4. Do you think the physician prescription pattern depend on the quality and cost of medicines?



Interpretation: From the above pie chart, 56% are saying always, 28% are saying mostly, 12% are saying sometimes and 4% are saying Never.

## FINDINGS AND SUGGESTIONS

Drug marketing strategies were found to be associated with physician prescribing behavior. We have shown that most of the promotional tools tested mainly or sometimes encourage doctors to prescribe the promotional drug. The main motivational tools for physician consent are visits from the medical representative and drug samples, while sales calls from pharmaceutical companies are less influential tools. Regarding the acceptance of gifts, this study shows that doctors consider the acceptance of gifts as an unethical practice. The results showed that most doctors used free samples to treat their patients.

We have shown that there are relationships between doctors' prescribing habits and their age, sex and place of practice.

## CONCLUSION

The results of this study provide an informative work that is a first step towards merging this article with previous literature. From a management point of view, pharmaceutical marketing managers of pharmaceutical companies can use the results to better design strategies targeting Lebanese doctors, who can also benefit from the obtained results.

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