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Making Notes Simple

B.Pharm 8th Semester

BP803ET

PHARMA MARKETING MANAGEMENT

Product decision:

- Classification, product line and product mix decisions, product life cycle, product portfolio
  analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.

UNIT — II PRODUCT DECISIONS

As per PCI / AKTU Syllabus

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PRODUCT DECISIONS

PRODUCT CLASSIFICATION

Definition of Product

A product is anything that can be offered to a market to satisfy a want or need. In pharmacy, a product includes physical drugs (tablets, injections), services (pharmaceutical care), and intangibles (brand image, patient trust).

Levels of a Pharmaceutical Product

- **Core Product:** The fundamental benefit the drug delivers — e.g., the therapeutic action (anti-hypertensive effect) of Amlodipine.
- **Basic/Actual Product:** The physical product with attributes — brand name, formulation, dosage form, packaging.
- **Expected Product:** Attributes buyers normally expect — proper labelling, shelf life, good quality, appropriate storage.
- **Augmented Product:** Additional services and benefits — patient adherence programs, patient helpline, free medical check-ups.
- **Potential Product:** Future improvements and transformations — modified release formulations, biosimilars, patient apps.

Classification of Pharmaceutical Products

A) Classification Based on Legal/Regulatory Status:

- **Prescription (Rx) Drugs:** Dispensed only on a valid physician's prescription — e.g., antibiotics, antidiabetics, antihypertensives. Governed by Schedule H and Schedule H1 of Drugs & Cosmetics Act.
- **Over-the-Counter (OTC) Drugs:** Available without prescription — e.g., analgesics (Crocin), antacids, vitamins, cold remedies. Lower risk profile.
- **Controlled Substances (Schedule X):** Narcotic and psychotropic drugs requiring special licensing — e.g., morphine, codeine-containing preparations.
- **Herbal/Ayurvedic Products:** Regulated under AYUSH — e.g., Chyawanprash, Ashwagandha products.

B) Classification Based on Therapeutic Use:

- Anti-infectives: Antibiotics, antifungals, antivirals, antiparasitic.
- Cardiovascular drugs: Antihypertensives, diuretics, antiarrhythmics.
- CNS drugs: Antidepressants, anxiolytics, antiepileptics, antipsychotics.
- Gastrointestinal drugs: Antacids, PPIs, laxatives, antiemetics.
- Endocrine drugs: Antidiabetics, thyroid hormones, corticosteroids.
- Respiratory drugs: Bronchodilators, antihistamines, mucolytics.
- Musculoskeletal: NSAIDs, DMARDs, muscle relaxants.

- Oncology: Cytotoxic agents, targeted therapies, immunotherapy.
- Biologics & Biosimilars: Monoclonal antibodies, vaccines, blood products.

C) Classification Based on Dosage Form:

- Solid dosage forms: Tablets, capsules, powders, granules.
- Liquid dosage forms: Syrups, suspensions, emulsions, injections.
- Semi-solid forms: Creams, ointments, gels, pastes.
- Specialised forms: Transdermal patches, implants, inhalers, nasal sprays.

D) Classification Based on Market Presence:

- **Innovator/Originator Drug:** First-to-market, patent-protected brand — high R&D investment, premium pricing.
- **Branded Generic:** Same molecule as innovator, marketed under a brand name by a generic company.
- **Unbranded Generic:** Marketed under INN (International Non-Proprietary Name), typically lowest cost.
- **Biosimilar:** Biologic product similar to an already-approved reference biologic.

Point: In India, branded generics dominate the market (~70% share). The Jan Aushadhi Scheme promotes unbranded generics to increase affordability.

PRODUCT LINE AND PRODUCT MIX DECISIONS

Definitions

- **Product Item:** A specific version of a product that has a distinct designation in the seller's list — e.g., Crocin 500mg tablet (10 tablets strip).
- **Product Line:** A group of closely related product items that perform similar functions, sold to the same customer groups, through same channels — e.g., Cipla's respiratory product line (Asthalin, Seroflo, Foracort).
- **Product Mix (Product Portfolio):** The complete set of all products and product lines offered by a company — e.g., Sun Pharma's entire portfolio across cardiology, psychiatry, dermatology, oncology, etc.

Dimensions of Product Mix

Dimension	Definition	Pharma Example (Sun Pharma)
Width	Number of different product lines	Cardiology, CNS, GI, dermatology, oncology = 5 lines
Length	Total number of items in all product lines	Total number of brands/formulations across all lines

Dimension	Definition	Pharma Example (Sun Pharma)
Depth	Number of variants in each product line	Pantocid 20mg, 40mg, DSR, IT — 4 variants
Consistency	How closely related product lines are in use, production, distribution	All Sun Pharma lines target physicians and hospitals

Product Line Decisions

- **Product Line Length Analysis:** Determining optimal number of products in a line — too few means missed opportunities; too many means resource dilution.
- **Line Stretching:** Extending the line beyond its current range:
  - Downward Stretch: Adding lower-priced products — e.g., launching a generic version alongside a branded drug to capture cost-sensitive segment.
  - Upward Stretch: Adding higher-priced products — e.g., launching a modified-release premium formulation.
  - Two-Way Stretch: Extending both upward and downward simultaneously.
- **Line Filling:** Adding more items within the existing price range — e.g., adding 250mg variant when 500mg and 125mg already exist.
- **Line Modernisation:** Updating the line with newer formulations — e.g., shifting from conventional tablets to dispersible tablets.
- **Line Featuring:** Selecting certain items to promote heavily — e.g., featuring Pantoprazole DSR as the flagship product.
- **Line Pruning:** Eliminating weak/loss-making products — essential to manage portfolio efficiency.

Product Mix Decisions

- **Mix Expansion:** Adding new product lines or items — e.g., a cardiac-focused company entering the oncology space.
- **Mix Contraction:** Reducing lines/items to focus on core strengths — e.g., divesting a non-performing OTC line.
- **Alteration of Existing Products:** Reformulation, rebranding, or repositioning existing drugs to extend their life.
- **Trading Up:** Adding a high-quality, high-price item to the line — e.g., launching a branded biosimilar.
- **Trading Down:** Adding a lower-quality, lower-price product — e.g., launching a generic/Jan Aushadhi version.

Point: Pharma giants like Sun Pharma, Cipla, and Dr. Reddy's have wide product mixes (high width) with deep product lines in their core therapeutic areas.

PRODUCT LIFE CYCLE (PLC)

Definition

The Product Life Cycle (PLC) is a concept that describes the stages a product goes through from its introduction to the market to its eventual decline and withdrawal. Each stage has distinct characteristics and requires different marketing strategies.

Stages of the Product Life Cycle

Stage	Sales	Profit	Competition	Marketing Focus
Introduction	Low & slow	Negative / very low	Little or none	Awareness building, physician education
Growth	Rapidly rising	Rising	Increasing	Market penetration, brand building
Maturity	Peak / stable	High but declining	Intense	Market share defence, differentiation
Decline	Falling	Low / negative	Reducing	Harvesting, line pruning, or reformulation

Detailed PLC Analysis — Pharmaceutical Perspective

Stage 1 — Introduction:

- Product is newly launched; physicians are unfamiliar with it.
- Heavy investment in medical representative detailing, CME programs, sampling.
- Price is typically high (skimming strategy) to recover R&D costs.
- Distribution limited — focus on hospitals and specialist clinics.
- Pharma Example: Launch of a new biosimilar or a novel fixed-dose combination.

Stage 2 — Growth:

- Increasing physician awareness leads to rising prescriptions.
- Company focuses on widening distribution — reaching more towns, stockists.

- Competitors begin entering with similar molecules.
- Price may reduce marginally with increased competition.
- Marketing shifts from awareness to preference building.
- Pharma Example: A new anti-diabetic drug gaining momentum after positive trial data.

Stage 3 — Maturity:

- Market saturates; peak sales achieved.
- Intense generic competition erodes margins.
- Companies use product modifications (extended release, combination packs) to differentiate.
- Promotional spending intensified but returns diminish.
- Price wars common; focus shifts to cost efficiency.
- Pharma Example: Atorvastatin — innovator Lipitor now competes with dozens of generics.

Stage 4 — Decline:

- Sales decline due to newer, superior drugs entering the market.
- Patent expiry accelerates decline of branded drugs.
- Strategies: Harvesting (milking remaining profits), line pruning (withdrawing SKUs), reformulation.
- Pharma Example: First-generation antihistamines like Chlorpheniramine declining due to non-sedating alternatives.

PLC Management Strategies

- **Product Modification:** Reformulate to extend life — e.g., conventional → modified-release (MR/SR/XR/ER) formulation.
- **Market Modification:** Enter new markets — exports to Africa, Southeast Asia when home market matures.
- **Marketing Mix Modification:** Adjust price, promotion, distribution — offer value packs, increase MR frequency.
- **Repositioning:** Target a new indication or patient segment — e.g., Aspirin repositioned from analgesic to antiplatelet agent.
- **New Drug Discovery:** R&D investment to replace declining products with new pipeline molecules.

> **Point:** Patent cliff = when a blockbuster drug's patent expires and generics flood the market, causing 70-90% price erosion. Companies manage this with lifecycle extension strategies.

PRODUCT PORTFOLIO ANALYSIS

BCG Matrix (Boston Consulting Group Growth-Share Matrix)

The BCG Matrix classifies products based on two dimensions: Market Growth Rate (Y-axis) and Relative Market Share (X-axis). It produces four quadrants:

Quadrant	Market Growth	Market Share	Description	Pharma Strategy
STARS ⭐	High	High	Leaders in growing market — need heavy investment to maintain position	Invest heavily; build brand; expand distribution
CASH COWS 🐄	Low	High	Dominant in slow-growing market; generate excess cash	Harvest profits; minimal investment; fund Stars
QUESTION MARKS ❓	High	Low	High growth but weak share; future uncertain	Invest selectively or divest; build share or exit
DOGS 🐕	Low	Low	Weak in slow market; drain resources	Divest or prune from portfolio

Pharma Examples (BCG Matrix):

- **Stars:** A newly launched blockbuster in oncology with high growth — e.g., a new immune checkpoint inhibitor.
- **Cash Cows:** Established brands like Metformin (antidiabetic) — huge market share, low growth, steady profits.
- **Question Marks:** A new biologic drug in early launch phase — high growth potential, low initial share.
- **Dogs:** Older generation antibiotics like Ampicillin losing share to newer cephalosporins.

GE-McKinsey Matrix (9-Cell Matrix)

A more sophisticated portfolio tool assessing Industry Attractiveness (market size, growth, competition) vs. Business Unit Strength (market share, brand, manufacturing capability). Divides portfolio into invest/hold/harvest zones across a 3×3 grid.

Product Portfolio Objectives

- Maintain a balanced mix of Stars, Cash Cows, and promising Question Marks.
- Ensure cash cows fund the development of stars and selected question marks.

- Phase out dogs systematically to avoid resource drain.
- Continuously add new molecules/products to the pipeline through R&D.
- Diversify across therapeutic segments to reduce dependency on single product.

Point: A balanced pharma portfolio has: short-term revenue (cash cows), medium-term growth (stars), and long-term future (pipeline molecules in question marks stage).

PRODUCT POSITIONING

Definition

- Product positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. It is the way the product is defined by consumers on important attributes — the place the product occupies in consumers' minds relative to competing products.
- Philip Kotler: 'Positioning is the act of designing the company's offer so that it occupies a distinct and valued place in the target customer's mind.'

Positioning in Pharmaceutical Marketing

Pharmaceutical products are positioned in the minds of physicians (prescribers) and patients. positioning strategies:

- **Attribute Positioning:** Based on a specific drug attribute — e.g., 'Once-a-day dosing for better compliance' (positioning Rosuvastatin over Atorvastatin for convenience).
- **Benefit Positioning:** Based on therapeutic benefits — e.g., 'Faster onset of action' or 'Fewer side effects.'
- **Use/Application Positioning:** For a specific indication — e.g., positioning a drug for diabetic nephropathy specifically.
- **User Positioning:** Targeted at a specific patient type — e.g., paediatric formulations, geriatric-friendly low-dose versions.
- **Competitor Positioning:** Against a competitor — e.g., 'Superior bioavailability compared to Brand X' (used carefully in ethical marketing).
- **Quality/Price Positioning:** Value for money — e.g., 'Same efficacy as innovator at 1/10th the price' (generic drug positioning).
- **Safety Positioning:** Emphasising safety profile — e.g., 'Proven safety in paediatric patients.'

Steps in Product Positioning

- **Step 1:** Identify the competitive set (direct and indirect competitors in the therapeutic category).
- **Step 2:** Identify the important attributes/benefits the physician or patient values.

- **Step 3:** Assess how the competitors perform on these attributes.
- **Step 4:** Identify the positioning opportunity — the unoccupied but desired space.
- **Step 5:** Develop and communicate the positioning statement.
- **Step 6:** Communicate the position consistently through all promotional channels.

Positioning Statement Format

For [target physician/patient], [Brand Name] is the [product category] that [benefit/differentiator] because [reason to believe/evidence].

Example: 'For diabetologists managing Type 2 DM patients with renal risk, Jardiance (Empagliflozin) is the SGLT-2 inhibitor that reduces cardiovascular mortality and protects kidney function, as proven in the EMPA-REG OUTCOME trial.'

Repositioning

Repositioning involves changing the existing position of a brand in the mind of the consumer due to changing market conditions, new competition, or declining sales.

- **Example 1:** Aspirin was repositioned from pain reliever to cardiovascular prophylactic agent.
- **Example 2:** Thalidomide — once withdrawn due to teratogenicity — repositioned as treatment for multiple myeloma under strict REMS (Risk Evaluation and Mitigation Strategy).
- **Example 3:** Metformin repositioned for PCOS management and anti-ageing research in addition to its primary antidiabetic use.

NEW PRODUCT DECISIONS

Definition of New Product

A new product refers to original products, product improvements, product modifications, and new brands that the firm develops through its own R&D efforts. In pharma, new products can range from NCEs (New Chemical Entities) to reformulations, new dosage forms, new indications, and new combinations.

Categories of New Pharmaceutical Products

- **New Chemical Entity (NCE):** A completely new drug molecule — highest innovation, 10–12 years to market, cost ~USD 1–2 billion.
- **New Biological Entity (NBE):** A new biologic/biosimilar drug.
- **New Formulation:** Existing drug in a new dosage form — e.g., tablet to transdermal patch, injection to oral form.
- **New Drug Delivery System (NDDS):** Novel delivery — nanoparticles, liposomes, microspheres, osmotic pumps.
- **New Combination (FDC):** Fixed-dose combination of two or more existing drugs — e.g., Metformin + Sitagliptin.

- **New Indication:** Existing drug for a new therapeutic use — e.g., Sildenafil (Viagra) → Pulmonary Arterial Hypertension.
- **Line Extension:** New strength, pack size, or flavour — e.g., Amoxicillin 250mg, 500mg, 875mg, DS Suspension.

New Product Development (NPD) Process — 8 Stage Model

Stage	Activities	Pharma Context
1. Idea Generation	Brainstorming, R&D screening, customer insights, competitor analysis	Drug target identification from disease biology, unmet medical needs
2. Idea Screening	Filtering viable ideas using technical, commercial, regulatory criteria	Preliminary ADME studies, therapeutic need assessment
3. Concept Development & Testing	Developing product concept and testing with target audience	Physician surveys on potential drug concept; preclinical data sharing
4. Marketing Strategy Development	Target market, positioning, sales/profit projections	Segmenting prescribers, estimating market size, pricing strategy
5. Business Analysis	Revenue, cost, and profit projections	Cost of clinical trials vs. projected market return
6. Product Development	R&D builds actual product; formulation development	Preclinical → Phase I → Phase II → Phase III clinical trials
7. Market Testing	Pilot launch in limited geography/physician group	Seeding trials, KOL endorsement programs, controlled rollout
8. Commercialisation	Full-scale launch with complete marketing plan	National/global drug launch with MR detailing, CME, DTC

Reasons for New Product Failure in Pharma

- Poor clinical efficacy or unacceptable side effect profile.
- Failure in Phase III clinical trials.
- Regulatory rejection (FDA/CDSCO non-approval).
- Market overestimation — smaller-than-expected patient population.
- Poor positioning and physician communication.
- Entry of superior competitor during launch phase.
- Manufacturing scale-up challenges.
- Pricing strategy misalignment with payer/patient expectations.

Factors for New Product Success

- Strong clinical differentiation over existing therapy.
- Robust Phase III evidence from well-designed trials.
- Early KOL engagement and clinical champion building.
- Competitive pricing or demonstrated value for money.
- Effective MR training and detailing programs.
- Strong distribution network ensuring product availability at launch.
- Well-timed launch with positive regulatory environment.

Point: The pharma industry has the highest R&D cost and attrition rate of any industry — only 1 in 10,000 synthesised compounds becomes an approved drug.

PRODUCT BRANDING DECISIONS

Definition of Brand

A brand is a name, term, sign, symbol, design, or combination thereof intended to identify the goods or services of one seller and differentiate them from those of competitors.

Brand Element	Definition	Pharma Example
Brand Name	The verbal/pronounceable part of a brand	Crocin, Augmentin, Lipitor, Forteo
Brand Mark	Non-verbal symbol or logo	Pfizer's 'oval' logo, Abbott's font
Trade Mark (™ / ®)	Legally registered brand with exclusive rights	Augmentin® (GSK)
Trade Name	Company's registered business name	Cipla Ltd., Sun Pharma, Dr. Reddy's

Importance of Branding in Pharma

- Differentiates a product in a crowded therapeutic category.
- Builds physician trust and prescribing loyalty.
- Commands premium pricing over generic counterparts.
- Aids patient recall, compliance, and adherence.
- Protects market share during patent life.
- Facilitates product line extensions under an established brand umbrella.

Brand Equity in Pharmaceuticals

Brand equity is the added value a brand name gives to a product beyond its functional benefits. Components of pharmaceutical brand equity:

- **Brand Awareness:** Degree to which a drug name is recognised by physicians — 'top of mind' recall in a therapeutic category.
- **Brand Loyalty:** Physician's consistent prescription of a specific brand across patient cases.
- **Perceived Quality:** Physician's perception of the drug's quality, reliability, and effectiveness.
- **Brand Associations:** Clinical trial data, KOL endorsement, safety records linked to the brand.
- **Proprietary Assets:** Patents, trademarks, distributor relationships protecting the brand.

Branding Strategies in Pharmaceutical Industry

- **Individual Brand Name Strategy:** Each product carries a unique brand name — e.g., Pfizer's Lipitor, Norvasc, Lyrica are individually branded. Advantage: Failure of one does not affect others.
- **Family/Umbrella Brand Strategy:** All products use the company name — e.g., 'Himalaya' brand for all herbal products. Advantage: Shared brand equity reduces launch costs.
- **Corporate Brand Strategy:** Company name combined with individual product name — e.g., 'Cipla Ciplox' (Cipla + Ciplox). Builds corporate credibility.
- **Co-branding:** Two brands combined — e.g., a pharma company co-branding with a diagnostic company for a disease management program.
- **Generic/No-brand Strategy:** INN-based marketing — used by government programs (Jan Aushadhi), unbranded generics.

Brand Name Selection Criteria for Pharma Products

- Short, easy to pronounce, remember, and write — e.g., 'Crocin', 'Dolo', 'Combiflam.'
- Distinctive and not confusing with existing drug names (to avoid medication errors).
- Should suggest therapeutic benefits or pharmacological action — e.g., 'Glucophage' (glucose + phage = eating glucose) for Metformin.
- Must be translatable across languages for global markets.
- Must comply with regulatory naming guidelines — WHO INN, USAN, BAN.
- Must be registrable as a trademark under the Trade Marks Act.

> **Point:** ISMP (Institute for Safe Medication Practices) maintains a list of confused drug name pairs (e.g., Celebrex vs. Celexa) to prevent medication errors — brand name selection must consider this.

PACKAGING DECISIONS

Definition & Importance

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. In pharmaceuticals, packaging is a critical product decision because it directly affects drug stability, patient safety, and marketing effectiveness.

Types of Pharmaceutical Packaging

- **Primary Packaging:** Directly in contact with the product — blister pack (PVC/Aluminium foil), glass ampoule, HDPE bottle, vial, pre-filled syringe.
- **Secondary Packaging:** Outer packaging containing the primary package — carton box, shrink wrap, tray. Contains labelling and printed information.
- **Tertiary Packaging:** Bulk packaging for transport and storage — corrugated boxes, shipper cartons, pallets.

Functions of Pharmaceutical Packaging

Function	Description	Example
Protection	From physical damage, moisture, light, oxygen, temperature	Blister packs protect tablets from humidity; amber bottles for light-sensitive liquids
Containment	Holds the product securely	Sealed vials for sterile injectables; airtight capsules for hygroscopic powders
Information	Carries all regulatory and clinical information	Batch number, manufacturing date, dosage instructions, storage conditions
Convenience	Ease of handling, dispensing, administration	Unit-dose blister packs, pre-filled syringes, auto-injectors
Promotion	Attracts attention, builds brand identity	Brand colours, logo, innovative packaging design
Identification	Distinguishes from competitors	Unique shape, colour-coded packs for different strengths
Tamper-Evidence	Prevents product adulteration/counterfeiting	Holographic seals, breakable seals, RFID tags
Compliance	Helps patient follow dosage schedule	Calendar blisterpacks, Dosette boxes, unit-dose strips

Packaging Decisions in Pharma Marketing

- **Material Selection:** PVC/PVDC blister vs. Alu-Alu vs. glass bottle — based on drug stability requirements and cost.
- **Pack Size:** 10-tablet strip, 30-tablet bottle, 100-tablet bulk pack — based on market demand and treatment duration.
- **Packaging Innovation:** Child-resistant closure, senior-friendly packaging, dose-reminder packs, adherence packaging.
- **Eco-Friendly Packaging:** Biodegradable materials, reduced plastic — growing regulatory and consumer pressure.

- **Anti-Counterfeiting:** Holograms, 2D barcodes, RFID, serialisation under India's track-and-trace mandate.
- **Patient-Centric Packaging:** Large print for geriatric patients, easy-open caps for arthritic patients.

> **Point:** Schedule P of the Drugs & Cosmetics Act specifies shelf life and storage conditions for drugs. Packaging must ensure the product maintains stability throughout its stated shelf life.

LABELLING DECISIONS

Definition

Labelling refers to the display of information on the packaging of a pharmaceutical product. It is a critical communication tool that provides regulatory, clinical, and consumer information about the drug.

Types of Labels

- **Primary Label:** Directly on the primary container — e.g., label on a vial or bottle.
- **Secondary Label/Carton Insert:** Label on the carton or outer box with detailed prescribing information.
- **Package Insert (PI):** Detailed technical document for the prescribing physician — includes full clinical, pharmacological, and regulatory information.
- **Patient Information Leaflet (PIL):** Simplified version of PI in patient-friendly language.

Mandatory Information on Pharmaceutical Labels (As per D&C Act)

- Brand name and generic name (INN) of the drug.
- Name and address of the manufacturer.
- Batch/Lot number (for traceability).
- Date of manufacture and date of expiry (DD/MM/YYYY format).
- Net content (weight, volume, number of units).
- Composition (quantitative declaration of active ingredients).
- Storage conditions — e.g., 'Store below 25°C in a dry place.'
- Dosage and administration instructions.
- Warnings, contraindications, and precautions.
- Schedule designation — e.g., 'Schedule H drug — to be sold by retail on the prescription of a Registered Medical Practitioner only.'
- Price (MRP inclusive of all taxes) — mandatory under D&C Act.
- Country of origin.
- Licence number of the manufacturer.

Labelling Decisions in Pharmaceutical Marketing

- **Label Design:** Colour, font, graphics — must be distinctive, professional, and brand-consistent.
- **Multiple Language Labelling:** Required for export markets; pan-India products may need regional language information.
- **Promotional vs. Regulatory Balance:** Labels must carry regulatory mandatories without compromising brand identity.
- **Digital Labelling:** QR codes on labels linking to digital package inserts, patient video instructions.
- **Smart Labelling:** NFC tags, temperature indicators (for cold-chain products like vaccines, biologics).

> **Point:** The Package Insert (Prescribing Information) is the most important scientific document in pharmaceutical marketing — it forms the basis of all claims made by medical representatives to physicians.

PRODUCT MANAGEMENT IN PHARMACEUTICAL INDUSTRY

Definition & Role of Product Manager

Product Management is the organisational function that manages a pharmaceutical product or therapeutic brand from its launch through its entire lifecycle. The Product Manager (Brand Manager) is the person responsible for a brand's strategic direction and commercial success.

Responsibilities of a Pharma Product Manager

- **Market Analysis:** Understanding the therapeutic market, competition, and physician prescribing patterns through IQVIA data and field reports.
- **Brand Strategy:** Developing the brand's positioning, target physician profile, messages, and competitive differentiation.
- **Marketing Plan Development:** Annual brand plan with objectives, strategies, tactics, and budget.
- **Promotional Material Development:** Creating visual aids, product monographs, CME programs, digital content for MRs.
- **Sales Force Coordination:** Working with the field force (MRs, ABMs, RBMs) to implement brand strategy.
- **KOL Management:** Identifying and engaging Opinion Leaders for brand advocacy.
- **New Product Launch:** Planning and executing the go-to-market strategy for new drug launches.
- **Sales Monitoring:** Tracking prescription audits, sales vs. targets, market share trends.
- **Budget Management:** Allocating and managing promotional budgets efficiently.
- **Regulatory Coordination:** Ensuring all promotional materials are regulatory-compliant.

Pharmaceutical Product Management Cycle

Phase	Activities
Pre-Launch	Market assessment, positioning, pricing, MR training, KOL advisory boards, clinical data package preparation
Launch	MR detailing initiation, CME programs, medical journal advertising, PR activities, sampling campaigns
Growth Phase	Expand MR coverage, increase prescription frequency, enter new physician segments, contest programs
Maturity Phase	Defend market share, offer value-added programs, lifecycle strategies (line extensions, new indications)
Decline Phase	Reduce promotion costs, harvest, consider generic strategy, replace with next-generation product

Product Lifecycle Management Strategies in Pharma

- **Modified Release Formulation:** Converting immediate-release to extended-release (XR/SR/ER) — extends patent-like protection and improves compliance.
- **Fixed-Dose Combination (FDC):** Combining two established drugs in one dosage form — e.g., Metformin + Glipizide.
- **New Indication Filing:** Securing regulatory approval for additional therapeutic uses.
- **Paediatric Extension:** Developing paediatric formulation for additional 6-month market exclusivity (US).
- **Orphan Drug Designation:** Special regulatory pathway for rare diseases — tax credits and extended exclusivity.
- **Over-the-Counter (OTC) Switch:** Switching a prescription drug to OTC status — e.g., Loratadine, Ibuprofen.
- **Export Market Development:** Entering regulated/semi-regulated markets when domestic market matures.

Medical Representative (MR) —Tool in Product Management

The Medical Representative (MR/Drug Rep) is the primary field force executing product management strategy:

- Carries the product's promotional message to physicians through 'detailing' visits.
- Presents clinical evidence, product monographs, and visual aids.
- Distributes drug samples and promotional literature.
- Organises Small Group Meetings (SGMs), CME programs, and speaker programs.

- Provides market intelligence — competitor activities, physician preferences.
- Managed by Area Business Manager (ABM) → Regional Business Manager (RBM) → Zonal Sales Manager (ZSM) → National Sales Manager (NSM).

Point: The UCPMP (Uniform Code of Pharmaceutical Marketing Practices) is India's self-regulatory code governing pharmaceutical promotion — restricting gifts, hospitality, and unethical marketing to healthcare professionals.

EXPECTED EXAM QUESTIONS — UNIT II

★ **Exam Tip:** Questions from this unit frequently appear in 10-mark long answers. BCG Matrix, PLC, Branding, and Labelling are highest-frequency topics.

Long Answer Questions (10 marks):

- Describe the Product Life Cycle with its stages. Discuss the marketing strategies adopted at each stage in the context of pharmaceutical products.
- What is BCG Matrix? Explain the four quadrants of BCG matrix with pharmaceutical examples.
- Discuss the product branding decisions in the pharmaceutical industry. What are the characteristics of a good pharmaceutical brand name?
- Explain the stages of new product development process with reference to pharmaceutical industry.
- What are the decisions involved in pharmaceutical packaging and labelling? Describe the mandatory information required on a pharmaceutical label as per Drugs & Cosmetics Act.
- Define product mix. Explain product mix dimensions and product line decisions with suitable pharma examples.

Short Answer Questions (5 marks):

- Write a short note on product positioning strategies in pharmaceutical marketing.
- Distinguish between product line and product mix with examples.
- What is product lifecycle management? Explain any three strategies used to extend the product lifecycle in pharma.
- Define brand equity. List the components of brand equity in pharmaceutical marketing.
- Write a note on the role of a Product Manager in the pharmaceutical industry.
- Explain the functions of packaging in pharmaceutical products.

★ **Exam Tip:** Always use pharmaceutical examples in every answer. Theoretical answers without drug/company examples score lower marks. Diagrams of PLC curve and BCG matrix are highly recommended in answers.

— Best Of Luck For Your Exam —

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