

IDIC Model in Pharmaceutical Companies

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ABSTRACT: The Indian pharmaceutical market is a very uneven market and does not Veronese product patent. Hence brand differentiation is very complex in a market where there are over 50 brands for every molecule. Thus the relationship between the Medical Representative (the main medium of promotion) and the doctor is the key driver for sales. A complete step by step process is given to beginning a CRM initiative based on the IDIC model recommended by peppers and Rogers.

KEYWORDS: Marketing, Management, Customer, Patent.

INTRODUCTION: Customer Relationship Management and Relationship Marketing is the same terms which are used inter changeably in the Marketing Literature. According to Neven (1995), there are variety of themes and perspectives which have been covered under these two terms. There are Some themes which present a narrow functional marketing perspective while others suggest a perspective that is wide and there are some classical approaches and orientation. (Bickert) 1992 defines” A contracted perspective of Customer relationship management is database marketing emphasizing the promotional aspects of marketing linked to database efforts”.

Another appropriate point of view is given by (vavra 1992) that the Customer relationship management also considers customer retention in which a range of after marketing strategy is used for customer bonding or staying in touch after the sale is made. A new application of information technology is the other different approach which focuses an individual or one to one relationship with customers that put together database knowledge with a long-term customer retention and growth strategy (peppers and Rogers 1993). Thus Shani and Chalasani (1992) define relationship marketing is as an integrated effort to identify, retain and build up a network with individual consumers and on the other hand with the help interactive, individualized and value added links over a long period of time, It constantly support the network for the mutual benefit of both sides (p. 44). Jackson (1985) gives the different perception of individual account which defines Customer Relationship Management as, "Marketing oriented toward strong, lasting relationships with individual accounts." (P. 2). Berry (1995) explains Customer Relationship management

in broader terms, According to him, In the marketing process, attracting new customers is the transitional step but Increasing closer relationship with these customers and rotating them in devoting ones are equally vital aspects of marketing. Thus, he projected relationship marketing as “attracting maintaining and in multi-service organizations -enhancing customer relationships.” (P.25)

Significance of Customer Relationship Management in the Pharmaceutical Industry:

There are number of factors which are to be evaluated continuously by pharmaceutical industry such as rising healthcare costs, federal mandates like the HITECH Act, obama care and PHARMA code Regulation. As effect pharmaceutical companies and other health care connected organizations have to modify their business model to better serve their constituents. Alt and Pushmann (2005) Contended that information technology is at the center of this paradigm shift.

Customer Interface Model in Pharmaceutical Industry:

There are so many reasons of big changes taking place in the Pharmaceutical industry for example internet sale of prescription drugs, educated consumers, and the constant pressure from government for 'Big pharma' to decrease drug cost, therefore the industry has started to focus on such marketing strategies which can increase interaction with their customers traditionally and redefine their customer base. In the age of technological advancement, all the Industries are giving their attention to develop CRM and Information technology, the pharmaceutical industry has also started to take little steps towards adopting CRM and other information technology to develop relationships with customers. There is one more method to improve the relationship with key customers that is (IOS), hospitals and other healthcare related organizations have initiated this inter-organization all systems (IOS). Examples of these systems are Mekerson, a major distributor of pharmaceutical and Baxter, a leading hospital Supplier. The overall purpose of IOS is to develop the overall operating system of these and many organization to make sure valuable and effluent healthcare process.

The researchers acknowledged that at present the pharmaceutical companies are enforced to re evaluate their existing sales strategies and develop strategies because of the improved competitive environment and on line websites and portals. Such as CRM application and information technologies to better control their relationships with customers. However, the best way to develop the CRM strategy is to know the customer and build up a process flow and system architecture that will gather the needs of the

business and its customer base.

Stages of Model:

Identification: Identification of the customers is the first move for any CRM program; the first task which a Medical representative has to do that is to maintain a list of doctors of his vicinity. With the help of stockiest, retailers as well as his peers from other company's medical representative can produce the list. The list is called the MSL (must see list) MLV (must visit list) customer list etc. The lists contain the name, address, telephone number, qualification, visit timings and other basic data of the doctor. The key driver for a CRM programme is assimilation of this data from all the M.Rs to a central database.

The other information which can be collected from others like:-

Membership directories of association;-Almost all cities have their branches of the Indian medical association (IMA). The association has directory of all the members. In the directory some personal information and other details are given. This is a good method to start but it works only whenever the updated data is given in the directory, these are individual relations for almost all the specialties whose membership directories are also simple.

List of Conference Participation: - Most of the office bearers (Doctors) organize a District/Regional/National level conference regularly where members from all geographical locations join. Complete Initials are composed through Contest or distributing Personal information forms.

Differentiation: The success of any Conference/Refereshner programme lies in clearly identifying core customers. Normally an ABC method is used to categorize Doctors as Core, Significant and Others based on his Specialization and value of business an MR gets from them. The number of Sub classes (gradation) would vary but the Standard would be the same. In a classical Pyramidal plot, the top rung doctors are commercially most important and the importance would linearly decrease as one goes down the pyramid.

The important criteria to be kept point in mind is that, The entire basis of Differentiation is been done on very Subjective terms which is only dependent on the Insight of the local M.R unlike other industries, e.g.- Airline Industry who would identify regular fliers based on data collected from their Internal Sources. Unlike Pharmaceutical Industry wherein no strict device is available to collect

information regarding the revenue generated from each Doctor, The Medical Representative is the Final Judge.

Interaction: The Sole Objective now is to filter the data collected at the first stage in order to have a personal and professional insight of the doctor, his Preferences, likes and dislikes, Family details etc. The basic principle is to know the Doctor as he is as good as anybody else so knowing him personally becomes very important. So the information gathered and validated is of great significance which would be of huge help when information sharing is done at both ends.

Firstly personality at the MR level: The most productive would be using human involvement. The MR can easily collect most of the information from his day to day interactions with his customer. On the other hand a formal structured questionnaire can also be administered.

Secondly, At the Corporate level; the structured questionnaires requesting additional details can be mailed to Doctors with each response entitled to a token gift etc. This move would yield a exceeded rate of return but the quality of information would be superior to the first approach as it is coming directly from the Doctor. The information collected is then included in the basic idea of the forms of information simulated by companies.

Personal information: Date of Birth, Marriage Anniversary, details of children, Qualification, Experience and the Medical College from where the Doctor has passed out.

Hobbies and Interests: Activities during spare time, time spent on Social Media, general interest magazines, Medical Bulletins, Membership of various associations, and participation at national level of conferences.

Ownership details: Household durables, Vehicles owned, Gadgets used etc.

Companies have been able to gather large amount of such data through either of the way Enumerated earlier. What is pertinent to note that they have been able to reveal their sincerity in actually using these informations.

Customization: Now is the time to start utilizing this Data. The first and foremost is to start greeting the doctor on their special occasions. On the occasion of Birthday and Anniversary, Card and cake can be presented personally to the Doctors. Even bunch of flowers can be sent to them. Companies can even arrange dinner for the doctor with family on their Marriage Anniversary. Gifts based on the interests and

hobbies can be offered and even the sponsorship to the Conferences etc can be prearranged.

CONCLUSION: The success of the entire exercise hinges on how well can the companies pass on the data of the Doctor to their field force and train them on how to use this data, ultimately leading to building Corporate image and Revenue generation. He is in fact the man of the moment who can deliver the needful. It is necessary that information received.

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