Current Trends

a. Overall
- Sales Representatives push products to physicians
- Pharma companies can reach patients directly through advertising

b. Technological
- Pharmaceutical companies starting to incorporate Biotechnology into their product offerings through acquisitions (ex: Computer aided surgery)
- Ecommerce is being looked at as a potential vehicle for pharma sales
- Augmented Reality- could be potential way to personally sell (ex: showing topical medications on a skin condition through AR so that physician can see how it performs)

Push Strategy
- Sales Representatives: Personal Selling
  - Direct Contact with physicians
  - Communicates directly new products

Pull Strategy
- Sales Promotion
  - Direct to Consumer Advertising:
    - Commercials
    - Internet
    - Social Media

How Technology is Being Used in Personal Selling and Sales Promotion

- The iPad is being used as a tool for sales reps to bring along on sales calls in order to increase personal sales effectiveness through enhanced visual impact.
- Augmented Reality will let sales reps show physicians in real time how a medicine or treatment would work through simulation.
- Pharma acquisition of biotech products diversifies the portfolio and increases competitive market advantage. Enhances sales personnel’s credibility and drives stronger relationships with physicians.

Implications of these Changes

- Technology: brings information to physicians more efficiently and provides them with visuals, apps allow them to monitor health and be aware of inconsistencies
- Biotechnology Acquisitions: provides Pharma diversification, lowers risk, and increases patient access. The biotech companies benefit from personal selling and sales promotion strength of pharma.
- DTC advertising: gives patients a voice in their own medical treatments
  - have the opportunity to compare
  - alternative medications and treatments

Conducted 5 interviews with experts in the field. Findings Include:
- Personal selling still is a primary sales method and does not seem to be going away any time soon
- Physicians are often most reachable via email-often large sales events instead of 1:1 visits now
- Important to mix advertising with sales reps to reach as many as possible (multi-channel marketing)
- Personal selling most effective with a digital component
- Many pharma companies have made or partnered with apps that allow patients to measure their health