

### Current Trends

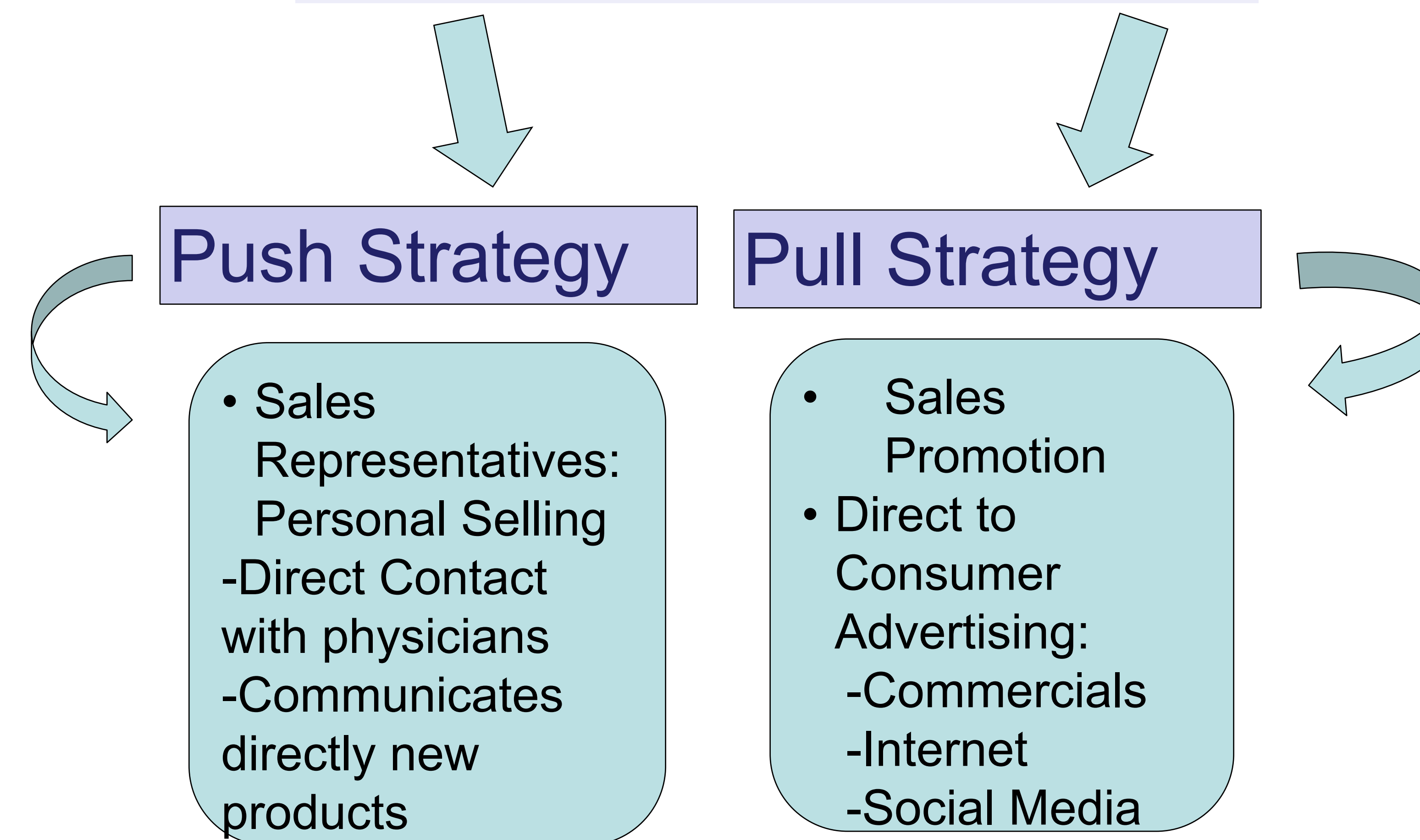
#### a. Overall

- 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)

### Strategies to Sell Pharmaceutical Products



### Personal Selling and Sales Promotion: Then Vs. Now

- Personal Selling in person
- Sales reps could give big gifts to physicians
- Companies could communicate with only Physicians
- Less regulation

- Personal Selling via phone, in person, email
- Sales reps can only give small memorabilia
- Companies can use technological advances to communicate directly with Patients
- Regulations regarding sales promotion tactics used to reach patients

### Expert Interviews

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

### 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