APPENDICES
Welcome to PHARMA-MKTING!

Thank you for joining the PHARMA-MKTING e-mail discussion group. Please keep this message for future reference.

JOIN THE PHARMA MARKETING NETWORK LINK EXCHANGE PROGRAM

You can get your business, organization, or Web site listed if you have an FDA-approved product or are presenting at an FDA-related event. You can get your business, organization, or Web site listed if you have an FDA-approved product or are presenting at an FDA-related event.

To get started, fill out the Vendor Listing Request Form at
http://www.surveymonkey.com/s.asp?u=1944795551. Enter the site with a link to our home page at http://www.pharma-mktting.com/ and add your Vendor Directory listing by adding a 100-word description, and link to your Web site.

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WELCOME

Please read the following carefully. It explains how you can get your business, organization, or Web site listed if you have an FDA-approved product or are presenting at an FDA-related event.

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## Appendix III

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<td>Indian Companies</td>
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MISSION

The Indian Pharmaceutical Association (IPA) is the national professional body of pharmacists engaged in various facets of the profession of pharmacy. The IPA is committed to promoting the highest professional and ethical standards of pharmacy, focus the image of pharmacists as competent healthcare professionals, sensitize the community, government and other on vital issues and support pharmaceutical education and sciences in all aspects.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Ajeya Jha is a Pharmacist and Life Member of Indian Pharmaceutical Association and he is an active member of IPA in Sikkim.

He wants to work on “Study on the role of Information Technology and the Marketing of Pharmaceutical products” for obtaining doctorate under the guidance of Dr. L.P. Pateria, Guru Ghasidas University, Bilaspur.

I strongly recommend to support his research work.

S.D. Joag
Hon. Gen. Secretary
Appendix V

Names and Contact Details of Companies Visited

1. **M/s Organon India**
   
   **Head Office**
   'Nishuvi', 1st Floor,
   75, Dr. Annie Besant Road,
   Worli, Mumbai 400018
   Phone: 22 56661724-29
   Website: http://www.organon-india.com

2. **M/s Pfizer Limited**
   
   **Head Office**
   Pfizer Centre,
   Patel Estate, S V Road,
   Jogeshwari (West),
   Mumbai - 400 102. India.
   Phone: 22 - 5693 2000
   Website: http://www.pfizerindia.com

3. **M/s Ranbaxy**
   
   **Head Office**
   Plot 90, Sector 32,
   Gurgaon -122001 (Haryana), INDIA
   Phone: 91- 124- 5135000
   Website: http://www.rbaxy.com

4. **M/s Aventis**
   
   **Head Office**
   Aventis House
   5A, Sir Mathuradas Vasani Road
   Andheri (E), Mumbai 400 093
   Phone: 022-28278000
   Website: http://www.aventispharmaindia.com

5. **M/s Lupin Ltd**
   
   **Head Office**
   Laxmi Towers, “B” Wing, 4th Floor
   Bandra Kurla Complex
   Mumbai - 400 051
   Phone: 22 56402222
   Website: http://www.lupinworld.com
6. M/s Orchid Chemicals and Pharmaceuticals

Head Office
'Orchid Towers',
#313, Valluvar Kottam High Road, Nungambakkam
Chennai - 600 034 INDIA
Phone: +91-44-28211000 / 28230000
Fax: +91-44-28211002
Website : http://www.orchidpharma.com

7. M/s Kopran

Head Office
Parijat House
1076, Dr. E. Moses Road
Worli 400072 Mumbai
Phone: 22 5662 7000
Website : http://www.kopran.com

8. M/s Baidyanath

Head Office
Shree Baidyanath Ayurved Bhawan Pvt. Ltd
1 Gupta Lane, Kolkata 700006, India
Phone: 33-2269 2265 / 2266
Website : http://www.baidyanath.com

9. M/s Indian Herbs Research and Supply Company Ltd.

Head Office
Post Box No. 5,
Sharda Nagar,
Saharanpur - 247 001,
Uttar Pradesh, India.
Phone: +91-132-725 044, 725 045, 725 046, 725 459
Fax : +91 (132) 726288
Website: http://www.indianherbs.org

10. M/s Franco-Indian Pharmaceuticals

Head Office
20, Dr. E. Moses Road,
Mumbai : 400 011
• Phone: 91-22-493 4026/27/20
• Fax: 91-22-495 0557
Website : http://www.francoindian.com
11. M/s Khandelwal Laboratories Pvt. Ltd

Head Office
79/87 D.LADPATH
MUMBAI 400 033, INDIA
Phone: (91) (22)23718238/46
Fax : (91) (22)23739381
Website : http://www.khandelwallab.com

12. M/s Almet Corporation Ltd.

Head Office
332, Adhury, Industrial Estate
Sun Mill Compound
Lower Parel
Mumbai

13. M/s Transflex

Head Office
Jawahar Nagar, Raipur
Chhattisgarh
Phone : (91)(771) 2226227
## Appendix VI

### Details of Companies and Persons Contacted

<table>
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<tr>
<th>S.No.</th>
<th>Name of the Company</th>
<th>Name of the Person</th>
<th>Telephone Numbers/ e-mail</th>
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<tr>
<td>1</td>
<td>Pfizer India Ltd., Mumbai</td>
<td>Mr. Salil Kallianpur</td>
<td>Salil <a href="mailto:Kallianpur@pfizer.com">Kallianpur@pfizer.com</a> 098203470092</td>
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<tr>
<td>2</td>
<td>Aventis, Mumbai</td>
<td>Mr. C. Ashok</td>
<td>022-28216622</td>
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<tr>
<td>3</td>
<td>Organon India Ltd., Kolkata</td>
<td>Dr. T. Chakraburty</td>
<td>033-22811671</td>
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<td>4</td>
<td>Kopran, Mumbai</td>
<td>Dr. Baidyanathan</td>
<td>02192-274025</td>
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<tr>
<td>5</td>
<td>Lupin India Ltd, Mumbai</td>
<td>Dr. A. Nair</td>
<td>022-26526103</td>
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<tr>
<td>6</td>
<td>Ranbaxy, Delhi</td>
<td>Dr. Ranjit Barshikar</td>
<td>0124-2343128</td>
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<td>7</td>
<td>Orchid chemicals and Pharmaceuticals, Chennai</td>
<td>Mr. A. Ramaswami</td>
<td>044-28211000</td>
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<tr>
<td>8</td>
<td>Franco-Indian Pharmaceuticals, Kolkata</td>
<td>Mr. ML Saha</td>
<td>033-23282750</td>
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<td>9</td>
<td>Almet Corporation, Mumbai</td>
<td>Mr. JP Tiwari</td>
<td>09620321841</td>
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<tr>
<td>10</td>
<td>Khandelwal Laboratories, Mumbai</td>
<td>Mrs. Pratibha Omray</td>
<td>022-25677630</td>
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<tr>
<td>11</td>
<td>Transflex, Raipur</td>
<td>Mr. Sunil Boghani</td>
<td>0771-2226227</td>
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<tr>
<td>12</td>
<td>Baidyanath, Kolkata</td>
<td>Mr. S Guhathakurta; Mr. S.K. Roy</td>
<td>033-24707480; 033-22721070</td>
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<td>13</td>
<td>Indian Herbs Research and Supply Company Ltd., Saharanpur</td>
<td>Mr. S. Agarwal</td>
<td>09837010385</td>
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</table>
Appendix VII

Interview Schedule - I
(For Marketing Executives of Pharmaceutical Firms)

A. Name of the Organization: ________________________________
B. Name of the Person: ________________________________
C. Position of the Person: ________________________________
D. Address: ________________________________
E. Phone Number: ________________________________
F. Email: ________________________________
G. Website: ________________________________

1. What is the extent of investment in IT in your organization?
   (a) More than Rs. 25 Crore
   (b) Rs. 10-25 Crore
   (c) Rs. 5 – 10 crore
   (d) Less than Rs. 5 Crore

2. What is the anticipated increase in investment in IT for next year (2004-05)?
   (a) More than 15%
   (b) 10-15%
   (c) 5 – 10 %
   (d) Less than 5%*

3. What is the stage of implementation of IT in your organization?
   (a) Extended Enterprise Stage
   (b) Optimized Enterprise Stage
4. What is the average annual budget kept for investment in IT as percentage of total sales?

5. What was the investment pattern in different components of IT last year (2003-04)? (Percentage of Total Investment in IT)

   (a) Hardware
   (b) Software
   (c) Connectivity
   (d) Services

6. Which of the following areas of function has been automated?

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<th>S. No.</th>
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<th>Response</th>
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<td>Accounts</td>
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<td>Enterprise Application Integration</td>
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<td>6</td>
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<td>7</td>
<td>Supply Chain Management</td>
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<td>8</td>
<td>Sales Force Automation</td>
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<td>9</td>
<td>Electronic Data Capturing</td>
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<td>10</td>
<td>Training of Medical Representative</td>
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<td>11</td>
<td>Customer Relation Management</td>
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<tr>
<td>20</td>
<td>Clinical Trials</td>
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</tbody>
</table>
7. What is the improvement in time to receive information?
   (a) Substantial
   (b) Fair
   (c) Low
   (d) Nil

8. What is the improvement in the accuracy of information?
   (a) Substantial
   (b) Fair
   (c) Low
   (d) Nil

9. What is the improvement quality of decision made?
   (a) Substantial
   (b) Fair
   (c) Low
   (d) Nil

10. What were the average finished goods at hand?
    (a) In 1997
    (b) In 2004

11. What are the Inventory mishaps in year 2004 as percentage of average mishaps in 1997?

12. What has been the order processing time?
    (a) In 1997
    (b) In 2004
13. Number of instances when payment not received in time?
   (a) In 1997
   (b) In 2004

14. What level of IT technologies is being used in your organization for training medical representatives?
   (a) Distribution Technologies
   (b) Interactive Technologies
   (c) Collaborative Technologies
   (d) None

15. Has the use of IT tools resulted in shorter duration of course?
   (a) Yes
   (b) No

16. Has the frequency to hold such training been reduced?
   (a) Yes
   (b) No

17. Has the cost to hold such training reduced?
   (a) Yes
   (b) No

18. Will the classroom training will not be required in future?
   (a) Yes
   (b) No

19. What was the number of physicians in your data bank?
   (a) In 1997
   (b) In 2004
20. What was the number of pharmacists in your data bank?
(a) In 1997
(b) In 2004

21. Have you used IT tools to structure/restructure sales territories?
(a) Yes
(b) No

If Yes,
(i) Has it resulted in lowered traveling cost?
(a) Substantial
(b) Appreciable
(c) Little
(d) No

(ii) Has it resulted in improved coverage?
(a) Substantial
(b) Appreciable
(c) Little
(d) No

(iii) Has it led to more rationalized structure of territory?
(a) Yes
(b) No

22. What was the time required to receive daily reports from the field
(a) In 1997
(b) In 2004
23. What has been the level of improvement in the analysis of daily sales report?
   (a) Substantial 
   (b) Appreciable 
   (c) Little 
   (d) No

24. What was/is the average number of physicians visited per day by a MR?
   (a) In 1997 
   (b) In 2004

25. What was/is the average time a MR spent with a physician?
   (a) In 1997 
   (b) In 2004

26. What change has occurred in investment level in R&D in your organization?
   (a) Increased 
   (b) Decreased 
   (c) Remained Same

27. What do you expect to be the investment level in R&D in your organization in future?
   (a) Higher 
   (b) Lower 
   (c) Remain same 
   (d) Can not comment
28. What was your domestic sales turnover (2003-04)?

29. What was the number of MR deployed (2003-04)

30. What has been the change in size of your sales force in percentage since 1997?

31. Do you think sales force will not be required in future?
   (a) Yes
   (b) No
   (c) Can not comment

32. Has there been any reduction in the Hierarchy levels in your sales team?
   (a) Yes
   (b) No

33. Do you think there is loss of market because of low drug compliance?
   (a) Yes
   (b) No

34. What is the extent of loss of market due to low drug compliance?
   (a) 0-10%
   (b) 10-20%
   (c) 20-30%
   (d) More than 30%

35. Do you think because of IT tools, market loss due to low compliance has gone down?
   (a) Yes
   (b) No
36. Do you think because of IT tools, market loss due to low compliance will go down in Future?

(a) Yes

(b) No

37. Can you suggest some other applications of IT in marketing pharmaceutical products?

(a) ________________________________________________

(b) ________________________________________________

(c)  ______________________________________________________________________

(d)  _________________________________________________
Interview Schedule-II
(For Physicians)

Name of the Physician: ________________________________

Specialization: _______________________________________

Address: ____________________________________________

Phone No. (O) ________ (R) ________ (M) ________

1. Do you consider the direct-to-consumer (DTC) communications to the patients by pharmaceutical companies ethical?
   (a) Yes ☐
   (b) No ☐
   (c) Not sure ☐

2. Does DTC communication improve the quality of interaction you have with the patient?
   (a) Yes ☐
   (b) No ☐
   (c) Not sure ☐

3. Does DTC lead to better drug compliance?
   (a) Yes ☐
   (b) No ☐
   (c) Not sure ☐

4. Does DTC communication lead to practice of self-medication?
   (a) Yes ☐
   (b) No ☐
   (c) Not sure ☐
5. Do you use internet?
   (a) Yes
   (b) No

   If Yes, Do you use internet for professional purposes?
   (a) Yes
   (b) No

7. How often do you use internet for professional purpose?
   (a) Daily
   (b) More than once a week
   (c) Once a week
   (d) Less than Once a week

8. Has your frequency to use internet increased in last 3 years?
   (a) Yes
   (b) No
   (c) Perhaps

9. Do you trust the medical information available at internet?
   (a) Generally Yes
   (b) Generally No
   (c) Depends on the source

10. Do you share email address with Medical Representatives?
    (a) Yes
    (b) No
    (c) Sometimes
11. Are you willing to receive information from companies on internet?
   (a) Yes
   (b) No
   (c) Occasionally

12. Which e-detailing model do you prefer? (Please give ranks)

   1) e-detailing that is carried out by a visiting MR at the Physician's chamber using internet and other facilities during routine visits. Here e-detailing is merely a support to the face-to-face detailing.
   2) e-detailing with the MR talking to the doctor over phone while the physician looks at the e-details over internet or multimedia
   3) Physician views the e-detail independently of the sales representative altogether.
   4) e-detailing is performed during a conference where in leading Physician's are invited.
   5) Doctor's initiate the interaction by visiting prominent disease-websites and Pharmaceutical company-websites to collect whatever information they need. For any further information or to provide more specific details the company responds to the physician's queries.
Interview Schedule III
(For Physicians Not Meeting Medical Representatives)

Name of the Physician: ________________________________

Specialization: ______________________________________

Address: ___________________________________________

Phone Nos. (O) _______________ (R) _______________ (M) __________

1. How important do you consider the updating of medical information?
   (a) Vital
   (b) Extremely important
   (c) Important
   (d) Not important

2. Why do you avoid meeting Medical Representatives?
   (a) Do not have time
   (b) Do not need
   (c) Do not trust
   (d) Do not feel comfortable

3. Are you aware of e-detailing?
   (a) Yes
   (b) No
   (c) Vaguely

4. Do you use Internet?
   (a) Yes
   (b) No
If Yes, Do you use internet for professional purposes?

(a) Yes

(b) No

5. Will you allow companies to provide information via e-detailing?

(a) Yes

(b) No

(c) Depends

6. Which e-detailing model will you prefer? (Please give ranks)

1) e-detailing that is carried out by a visiting MR at the Physician’s chamber using internet and other facilities during routine visits. Here e-detailing is merely a support to the face-to-face detailing.

2) e-detailing with the MR talking to the doctor over phone while the physician looks at the e-details over internet or multimedia

3) Physician views the e-detail independently of the sales representative altogether.

4) e-detailing is performed during a conference where in leading Physician’s are invited.

5) Doctor’s initiate the interaction by visiting prominent disease-websites and Pharmaceutical company-websites to collect whatever information they need. For any further information or to provide more specific details the company responds to the physician’s queries.
A. Individuals

1. **Mr. Brijesh Regal**  
   CEO, Apothecaries Pvt. Ltd.  
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   Website: http://apothecaries.net

2. **Ms Diana Glaviour**  
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3. **Ms Lori Spellman**  
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   Maxwell Group  
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   Norristown, PA 19401  
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4. **Mr. Sharath Chander,**  
   Managing Director  
   EonSoft Private Ltd.  
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   Mob.: +91 98450 10499  
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5. **Mr. S.K. Nagri**  
   Prescription Pharma Support  
   A - 1/7, Indrayudh Society,  
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   Mumbai -400091.  
   Fax: 022 - 30974114.  
   Mob.: 9892210814.
6. **Ms Varsha Chainani**  
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7. **Dr. Viçtoria Hale**  
Institute of Oneworld Health  
San Francisco  
50 California Street  
Suite 500  
San Francisco, California 94111  
E-mail: info@oneworldhealth.org  
Website: http://www.oneworldhealth.org

B. Organizations

1. **M/s Ajaxknows**  
5, Master Chambers, 1 Cinema Road  
Dhobi Talao, Mumbai,  
Maharashtra  
India 400020  
E-mail: info@ajaxcom.com

2. **M/s Bitpipe knowledge alert**  
(New Data on Pharmaceutical Industry)  
E-mail: ka@bitpipe.com

3. **M/s Genzyme Corporate Offices**  
500 Kendall Street  
Cambridge, MA 02142  
Website: http://www.genzyme.com

4. **M/s Orphan Medical Incorporation**  
13911 Ridgedale Drive  
Suite 250  
Minnetonka, MN 55305  
888-8ORPHAN  
Website: http://www.orphan.com
List of Secondary Sources

A. Magazines & Newspapers

1) Business Standard (Daily)

2) Business World (Fortnightly)
ABP Pvt. Ltd. 2nd Floor,
Express Building,
9-10, Bāhadur Shah Zafar Marg,
New Delhi 110 002
Phone: 23702170-79; Fax: 23702062

3) Pharmacy Newsletter
E-mail: info@ePharmacy.com.au

4) Express Computer
Business Publications Division
Indian Express Newspapers
1st Floor, Express Towers
Nariman Point
Mumbai 400021, India.

5) Express Pharma Pulse (Weekly Magazine)
Express Pharma Pulse,
Indian Express Newspapers (Bombay) Ltd.,
1st Floor, Express Towers,
Nariman Point, Mumbai-400021, India.
Phone: 56301020, Fax: 022-56301007

6) In Pharma Industry Review (weekly newsletter)
Website: http://www.inpharm.com

7) PC Quest
CyberMedia, Cyber House,
B-35, Sector-32,
Gurgaon, Haryana - 122 001
Phone: 0124-5031234, 2384816

8) Pharmaceutical Executive

9) Pharma Marketing Blog
Website: http://www.pharmamktng.blogspot.com

10) Telemedicine and Telehealth Networks
B. Websites


d. http://www.orpha.net

e. http://www.eurodis.com

f. http://www.doctorswithoutborders
List of Papers Published


List of Papers Presented at Conferences

1. *Ethical Use of Information Technology for Marketing Pharmaceutical Products*, Presented at the National Seminar held from September, 23 to 25, 2005 at Institute of Management Studies, Pandit Ravishankar Shukla University, Raipur, Chhatisgarh.