CHAPTER VI
SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 INTRODUCTION

Medical Representatives play a key role in the formation of long-term buyer seller relationship, especially in those that have close, interactive, dynamic interfaces. In this study, the researcher has made an attempt to assess the doctors' relationship with pharma company in terms of organizational prospective from the doctors, doctors prospective from the pharmaceutical company and relationship between medical representatives, senior managers and doctors. Hence, the present study, "A Study on the Role of Medical Representatives in Co-ordinating with the Company, Wholesalers, Doctors and Pharmacies" with specific objectives are:

(i) To explore the relationship marketing in terms of doctors and medical representatives with pharmaceutical company.

(ii) To measure and compare dimension-wise Doctors and Medical Representatives perceptions on relationship with pharma company;
(iii) To identify the factors which influence the relationship between Doctors and pharmaceutical companies;

(iv) To examine the relationship between characteristic features of Medical Representatives and their perception level;

(v) To identify the factors which influence the Doctors relationship in the view of Medical Representatives; and

(vi) To offer suitable suggestions based on the findings of the study.

For the purpose of selecting 300 Medical representatives for the present study from five important district headquarters namely Chennai, Coimbatore, Madurai, Salem and Trichy, simple random sampling technique has been adopted. Equal weightage was given for each district (60 respondents in each district) for selecting medical representatives. For the purpose of analysis, 300 respondents were post-stratified into three categories namely top volume of sales, high volume of sales and medium volume of sales based on their sales during survey period. Total of 225 sample Doctors, 50 each from five districts, were post-stratified into three categories namely, Top volume contributor, High volume contributor and Medium volume contributor.
Survey was conducted during the period from August 2010 to July 2011. The reference period of the survey refers to 2010-2011.

In the foregoing chapters general scenario of pharmaceutical industry in India and global, relationship marketing in terms of relationship between doctors through medical representatives and pharma company, comparison of perception between doctors and medical representatives, perception of doctors of their relationship with pharma company, identification of factors which influence the relationship of doctors with pharma company, medical representatives perception on doctors relationship with pharma company have been discussed. The major findings along with conclusions and suggestions are now presented in this chapter.

6.2 SUMMARY OF FINDINGS

In chapter III, an attempt has been made to study the relationship marketing in terms of doctors and pharmaceutical company. It is identified that there are seven dimensions under three factors namely human factor, product factor and service factor. Human factor consists of the role of medical representatives and senior managers, product factor includes product quality, product price and company image and service factor is
inclusive of scientific factor and sponsorship. In order to measure the perception level of doctors and medical representatives, 46 statements as components of doctors relationship with pharma company, have been identified. The 'Likert Method' of scaling technique has been adopted to measure total perception score for each component under seven dimensions.

The dimension-wise comparison of perception level of doctors and medical representatives was made by computing spearman's Rank correlation co-efficient.

The computed results indicated that the perception level of both doctors and medical representatives regarding the doctors relationship with pharma company was found to be similar in the dimensions namely Role of medical representatives, product factor, sponsorship and scientific factor. A managerial difference in the perception level was observed in other dimensions namely product price, senior manager and company image.

In chapter IV, an attempt has been made to identify the factors which influence the doctors relationship with pharma company.
In order to examine the relationship between the characteristics of doctors and volume of contributor, Chi-square test has been employed.

The chi-square results showed that out of seven characteristics, four of them namely age, experience, patients visited and location of practice are an influence on the volume of contributor. The remaining factors namely occupational status, economic status of patients and image of the company have no influencing effect on volume of contributor of doctors in the study region.

One way ANOVA was carried out to examine homogeneity in the perception among three categories of doctors namely Top volume of contributor, High volume contributor and Medium volume contributor. The result showed that the perception level differed significantly.

Factor Analytical method has been adopted to identify the factor influencing the doctors relationship with pharma company separately for three categories namely Top volume contributor, High volume contributor and Medium volume contributor. Bartlett's test and Kaiser Myelin (KMO) tests were carried out to examine the appropriators of factor model and sampling inadequacy respectively. It has been observed from the analysis
that out of 46 statements, seven factors namely 'sponsorship and supports from the company', 'Interpersonal relationship between senior management and doctors', 'product quality and acceptance by patients', 'company image', 'sales representative values', 'price packing look' and 'updating the medical knowledge were extracted for Top volume contributor.

In the case of High volume contributor, the identified factors were 'quality of pharmaceutical product', 'medical representatives behaviour', 'product price', 'sponsorship of company', 'frequent meetings with doctors', 'background of industries' and 'supporting to update medical knowledge'.

The factors extracted from the statement for medium volume contributor were 'medical representatives approach', 'good packing with affordable price', 'providing sample and supports', 'multinational with huge turnover', 'patients accepted quality drugs', 'sponsorship from the company', and 'regular visit and contact'.

In Chapter V, role of medical representatives on doctors relationship with pharma company had been discussed.

In the first part, the perception of medical representatives has been classified into high level, medium level and low level. Then the relationship
between level of perception and characteristic features of medical representatives was examined by using chi-square test.

The results showed that the variables namely age, experience, product promotion, meeting with doctors, location to visit the doctors have not influenced the perception level of medical representatives.

One way ANOVA was carried out to examine the variation in perception in different categories of doctors namely Top volume contributor, High volume contributor and Medium volume contributor. The results showed that variation was found in different categories of doctors.

In order to identify the factors influencing the perception level of field factors for three categories of doctors, 45 statements have been extracted into seven factors separately for three categories by using factor analytical method. Before applying factor method, appropriateness of factor method, and sampling inadequacy were tested by using the statistic Bartlett's test of sphericity and Kaiser Meyer Olkin (KMO) measure respectively.

It is observed from the analysis that out of 46 statements, seven factors namely 'sponsorship of company', 'product promotion', 'medical
representatives' values', status of company, 'affordable price', quality and faster resolution and 'constant touch with doctors and fulfilling their needs were extracted for TOP volume contributor.

In the case of High volume contributor, seven factors that extracted were 'common-sense with commitment of medical representatives', product quality and strength, 'product packing and price', 'supporting for higher education', 'sponsorship from the company', 'frequent contact of management personnel', and 'image of company'.

Out of 46 statements, seven factors that extracted for Medium volume contributor were 'product factor', 'product price', 'image of the company' sponsorship from the company, 'behaviour of medical representatives', scientific factors and 'frequent contact by senior managers'.

6.3 CONCLUSION

It may be concluded from the above analysis that, both doctors and medical representatives have the similar perception in almost all the dimensions related to doctors relationship to pharmaceutical company.
From these research findings, the important factors identified on doctors relationship (according to doctors potential) were in an order that:

Sponsorship and Supports from the companies, Inter personal relationship between Senior managers and doctors, Product quality and acceptance by patients, Company image, Medical representatives values, , Product Price and packing and Scientific supports (Updating scientific knowledge and samples) are very important factors to have a good to great relationship with **Top Volume Contributing Doctors**.

Secondly the important factors identified on doctors relationship were in an order that, Product quality and acceptance by patients, Medical Representatives values, Product Price and packing, Sponsorship and Supports from the companies, Inter personal relationship between Senior managers and doctors, company image and Scientific supports (Updating scientific knowledge and samples) are very important factors to have a good to great relationship with **High Volume Contributing Doctors**.

Finally the important factors identified on doctors relationship were in an order that, Medical representatives values, Product Price and packing, Scientific supports (Updating scientific knowledge and samples), company
image, Quality drugs, Sponsorship and Supports from the companies, Interpersonal relationship between Senior managers and doctors, are very important factors to have a good to great relationship with Medium Volume Contributing Doctors.

Thus it may be concluded that, if pharmaceutical Companies make their marketing strategies, as per the above research findings, there may be excellent improvement in relationship between pharmaceuticals companies and doctors, which will lead to more number of Prescriptions and Profitability. There by both doctors and pharmaceutical companies will end up with WIN-WIN situation and patients will get better treatment.

6.4 SUGGESTIONS

Pharmaceutical industry is growing day by day at global level and regulation are encouraging in India to launch more number of new companies and divisions, which is leading to more number of medical representatives, these medical representatives are bound to meet all these doctors in order to meet their requirement. Every pharmaceutical company's medical representatives are loaded with a lot of information which is not appreciated by doctors. Improper training for medical representatives and
unwanted marketing strategies are consuming the doctor's time more, leading to frustrations to doctors some times. As a result the interview time has drastically come down between medical representatives and doctors. Now-a-days doctors are not ready to give appropriate time to medical representatives, which is leading to poor relationship between pharmaceuticals companies and doctors. In this context, without good relationship, pharmaceutical companies may not able to achieve their goals as well as good products may not reach human beings.

In this situation, it is suggested that:

1. Pharmaceutical companies should recruit a proper medical representatives personnel according to their market segment with good inter-personal relationship ability, good knowledge in the terms of products and customer, with common sense. Also pharmaceutical companies should give proper training to their medical representatives to enhance their performance through relationship marketing.
2. According to market situation or need the pharmaceutical companies should market their products with good quality with affordable price.
3. Pharmaceuticals companies should develop a separate department to enhance customer relationship management activities.
4. Pharmaceutical companies should improve their investment towards their customers (Doctors) with proper investments plan as per their business growth plan.

5. Pharmaceutical companies should develop their marketing activities to delight the customers by various activities.

6. All promotional activities should be very simple and attracted by the customers.

7. All the marketing activities should be implemented by medical representatives 100 per cent without any deviation.

6.5 SCOPE FOR FURTHER RESEARCH

The following are the areas of further research in pharmaceuticals company.

1. There is lot of scope in quality system management in pharmaceutical industry.

2. Further in-depth study has to be undertaken in the role of Medical Representatives behaviour aspects.

3. Further research has to be undertaken in Return on Investment (ROI) in Pharmaceutical companies.

4. Further research has to be undertaken in relationship management with distribution net work.