

Benchmarking Medical Representatives in the Pharmaceutical Industry

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Abstract

Marketing of pharmaceuticals serves as an essential function in the health care delivery system. Many doctors, pharmacists and other health care professionals learn about new medicines, and about ongoing research in their areas of specialisation, largely through effective and personalized interaction with medical representatives. The paper is a modest effort to benchmark medical representative as per the expectations of the doctor. The study has been conducted through primary survey among the doctors as well as the medical representatives. The results of the survey shows that doctors expect the medical representatives to be knowledgeable and a good communicator as the medical representative plays vital role in the prescription of drugs and is also a source of information for the doctors. Further pharmaceutical industry should train a medical representative in such a way that s/he should feel proud about their own profession.

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