



Modern and traditional forms of effective pharmaceutical marketing

Based on the survey of 350 doctors

Publication date: November 2010 Language: Polish, English

Word from the authors:



The Regulation passed in December 2008 caused a reduction in the number of meetings between medical sales representatives and doctors, and forced pharmaceutical companies to seek new ways to reach medical professionals. New forms of pharma marketing have been gathering importance, e.g. virtual trainings or e-detailing, which replace face-to-face contact with physicians. It is the new methods which our latest report focuses on. It discusses, among other things, ways to successfully apply these methods and doctors' opinions on the new marketing techniques vs. traditional communication practices.

Agnieszka Stawarska, Pharmaceutical Market Analyst

Monika Stefanczyk, Head Pharmaceutical Market Analyst

Report description:

The key source of information for the report was a survey conducted by PMR Research specialists among 350 medical doctors of seven specializations: paediatrics, general practitioner/family medicine, gynaecology, neurology/psychiatry, cardiology, pneumology and oncology.

The report answers such questions as: what source of information do doctors usually rely on? how do doctors assess the various forms of communication with pharmaceutical firms? and how, compared with traditional forms of contact, do they access the new channels used to reach them (e.g. e-detailing). The report thus provides information to pharmaceutical companies on the most effective forms of communication with medical professionals.



Key report sections:

- information about pharmaceuticals
- information that doctors are most interested in getting from pharmaceutical firms
- assessment of the frequency of use and awareness among doctors of the individual forms of communication used by pharmaceutical firms to contact them
- estimate of the quantity of instances of communication (including personal contact) with pharmaceutical companies
- assessment of the new forms of communication (multimedia presentations, e-detailing, virtual training) relative to traditional forms of contact, from the perspective of quantity, reliability, credibility of the provided information, convenience, time efficiency, opportunity to ask questions / obtain additional information
- factors which could induce doctors to accept the new forms of pharma marketing
- comparative analysis of doctors by specialisation

Selected PMR clients:



PMR MarketInsight Methodology

This report was prepared using PMR MarketInsight methodology developed by PMR which assists in the complex preparation of industry reports.

[Read more about PMR MarketInsight »](#)

About PMR

PMR Publications (www.pmrpublications.com) provides reliable market intelligence for business professionals and analyse the business climate in particular in the construction, retail, IT, telecommunications and pharmaceutical sectors. PMR Publications offers both free and paid subscription newsletters, internet news portals, and in-depth reports.

PMR Publications is part of PMR (www.pmrporate.com) – a British-American company providing market information, advice and services to international businesses interested in Central and Eastern European countries as well as other emerging markets. PMR key areas of operation include consultancy (through **PMR Consulting**) and market research (through **PMR Research**).

PMR Ltd. Sp. z o.o., ul. Dekerta 24, 30-703 Krakow, Poland

Questions about ordering? Contact our sales department:

tel. /48/ 12 618 90 30

fax /48/ 12 618 90 08

e-mail: moreinfo@pmrporate.com

www.pmrpublications.com



REPORT ORDER FORM

TO ORDER RETURN THE FORM TO US VIA FAX ON: /48/ 12 618 90 08



Please send me

Modern and traditional forms of effective pharmaceutical marketing

Based on the survey of 350 doctors

Publication date: November 2010

Language: English, Polish

1

YOUR LICENCE

Language version	Single user licence*	5-user licence**	Corporate licence***	Global licence****
<input type="checkbox"/> English or <input type="checkbox"/> Polish	<input type="checkbox"/> €2000	<input type="checkbox"/> €3000	<input type="checkbox"/> €4000	<input type="checkbox"/> €5000
<input type="checkbox"/> Both	<input type="checkbox"/> €2800	<input type="checkbox"/> €4200	<input type="checkbox"/> €5600	<input type="checkbox"/> €7000

PMR is a member of SIIA's Corporate Content Anti-Piracy Program. Breaking the conditions of our licences will result in suspension of the subscription with no money refund. Additionally, major fees may be imposed by the SIIA as a result of their further investigations.

* By ordering a "single user licence" the client is purchasing the right to use the publication on one computer workstation only. Any copying, distribution or dissemination of the electronic publication via a computer network (in part or in whole) is strictly prohibited. Delivered by e-mail in PDF format.

** By ordering a "5-user licence" the client is purchasing a licence authorising the copying, distribution and dissemination of the electronic publication via a computer network (in part or in whole) among a maximum of 5 people within the company indicated on the order form (including all company subsidiaries in a single country location). Delivered by e-mail in PDF format.

*** By ordering a "corporate licence" the client is purchasing a licence authorising the unrestricted copying, distribution and dissemination of the electronic publication (in part or in whole) via a computer network solely within the company indicated on the order form (including all company subsidiaries in a single country location). CD delivered by courier. CD version contains PDF version of the report plus an extra file with all the graphs and tables in a copiable format easy to use in your own analyses, presentations, etc.

**** By ordering a "global licence" the client is purchasing a licence authorising the unrestricted copying, distribution and dissemination of the electronic publication (in part or in whole) via a computer network solely within the organisation indicated on the order form, regardless of country location. CD delivered by courier. CD version contains PDF version of the report plus an extra file with all the graphs and tables in a copiable format easy to use in your own analyses, presentations, etc.

2

INVOICING DETAILS

Mr Mrs Ms If your contact details are different to the invoicing details, please fax them to us together with the completed order form.

Last Name	First Name	
Job title	Company	
Country	Invoicing address	
E-mail		
Tel./Fax	Core business	EU VAT Number

3

PAYMENT FORM

Polish clients will be invoiced in PLN (based on the NBP exchange quoted on the day preceding the invoice date) and need to add 22% VAT. Foreign clients will be invoiced in EUR

MONEY TRANSFER TO:

PMR Ltd. Sp. z o.o.
For Polish clients:
Raiffeisen Bank Polska S.A.
ul. Armii Krajowej 18, 30-150 Krakow
Account number: 36 1750 1048 0000 0000 0758 5225

For foreign clients:
Raiffeisen Bank S.A.
ul. Armii Krajowej 18, 30-150 Krakow
Account number: PL 92 1750 1048 0000 0000 0758 5284
SWIFT CODE: RCBWPLPW

CREDIT CARD:

Diners Club Visa Eurocard / Mastercard American Express
Account to be charged and currency (Credit card charges will be made in PLN at current exchange rates)

Name of card owner

Credit Card No

Valid until

Billing address of card

4

Correspondence address

E-mail / Tel. to accounting

I undertake to contact PMR within seven days should I not receive any of the copies.

In sending this form I authorise PMR to invoice me without my signature and to use the company details on the form for processing my subscription (Ustawa o ochronie danych osobowych Dz. U. nr 133/97, poz. 883)



Signature:

only signed forms can be processed

Thank you! We will contact you soon to confirm your order.

PMR Ltd. Sp. z o.o., tel. /48/ 12 618 90 00, fax /48/ 12 618 90 08, e-mail: moreinfo@pmrcorporate.com, ul. Dekert 24, 30-703 Krakow, Polska

NIP number: 676-20-95-189, destination of region court: Sad Rejonowy dla Krakowa-Srodmiescia w Krakowie

XI Wydzial Gospodarczy Krajowego Rejestru Sadowego, KRS number: 0000057694, the amount of company's nominal capital: one hundred and thirty thousand PLN