

## Marketing Medicine in Digital Age

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### ABSTRACT

A key component of the pharmaceutical industry, marketing plays a crucial role in identifying the needs of patients and healthcare professionals, developing value-driven products, and ensuring that medical information is communicated ethically and responsibly. Pharmaceutical marketing has progressed significantly over time. Initially, the focus was predominantly on production and product-oriented strategies; however, with increasing market competition and growing patient awareness, the approach has shifted toward more modern, customer-centric and value-based strategies. This transformative shift reflects the expanding importance of patient engagement, therapeutic outcomes, and enhanced healthcare experiences. This overview explains the meaning, objectives, evolution, and current applications of pharmaceutical marketing. It emphasizes the increasing role of branding in creating product differentiation and enhancing trust in healthcare systems. The report identifies two major categories of pharmaceutical advertisements: traditional and digital. Traditional marketing includes print publications, sponsoring medical events, direct engagement by medical representatives, expert endorsements, and various offline promotional approaches that have shaped drug marketing for decades. Additionally, the report highlights several essential functions of pharmaceutical marketing, including market research, product planning, demand forecasting, brand building, pricing strategy, distribution channel management, scientific and evidence-based promotion, patient education, and product life cycle management from launch to decline.

**Keywords:** Patient Recognition, Conventional Marketing, Online Marketing, Pharmaceuticals, and Marketing

### I. INTRODUCTION:

Marketing is an organized administrative and social process that helps businesses determine customer needs, develop value-based products,

communicate clearly, and establish enduring connections with their target market. The American Marketing Association defines marketing as a collection of methods and processes that facilitate the development, exchange, communication, and provision of items and services wholly valuable to consumers and society.

<sup>[1]</sup> Promotions go well beyond marketing or advertising; it encompasses product planning and surveys, and more. Distribution plans, customer relationship management, branding, pricing, and advertising. Selling is very important during the medical field since it guarantees that Doctors receive content that is both ethically and based on research. (HCPs), pharmacists, and patients, encouraging sensible medication use and better health findings. As companies deal with fierce rivalry, quick technical advancement, and growing customer expectations, marketing is growing much more significant. Businesses may analyse market trends, comprehend consumer behaviour, and create goods that are more effective than rivals at fulfilling particular demands. <sup>[2]</sup>

Marketing helps with patient education, treatment awareness, adherence initiatives, and scientific communication between pharmaceutical corporations and medical professionals in the healthcare industry. Physicians. Additionally, marketing assists in calculating medication buyer demand, set manufacturing schedules, and provide efficient supply chain management so that patients in towns as well as villages can always get medications. As a result, promotional material serves as both a revenue-generating strategy and an economic basis for fostering public health systems and organizational growth. Marketing has undergone several stages of evolution throughout history. Organizations believed that customers would buy accessible and reasonably priced items all through production Era (before from the 1930s), therefore largescale production continued to be the major emphasis. <sup>[3]</sup> The Revenue Because of increased rivalry, the era (1930–1950) placed a strong emphasis on persuasion and aggressive marketing. Companies realized that long-term

success requires understanding and reacting to customer demands through segmentation, targeting, and positioning during the Marketing Concept Era (1950– 1980). The Relationship Marketing Era (1980–2000) placed a high priority on long- term involvement, client loyalty, and high-quality services. With the development of the internet, the Digital Era brought online platforms, data analytics, and real-time customer interaction with dynamic communications technologies.

Today, marketing has advanced into the AI-Driven Era, where automation, big data, and intelligent machines drive evidence-based decision making and customized campaigns.<sup>[4]</sup> This

historical evolution demonstrates how contemporary marketing systems are becoming more complicated and customer-centric. Additionally, marketing has a number of significant uses in both the pharmaceutical and non-pharmaceutical industries. Market research, product design, demand forecasting, scientific promotion, distribution planning, patient awareness, branding, and product life cycle management are a few of these. Through these uses, marketing is essential for connecting scientific innovation with practical healthcare requirements, enhancing medical product accessibility, comprehension, and responsible usage.

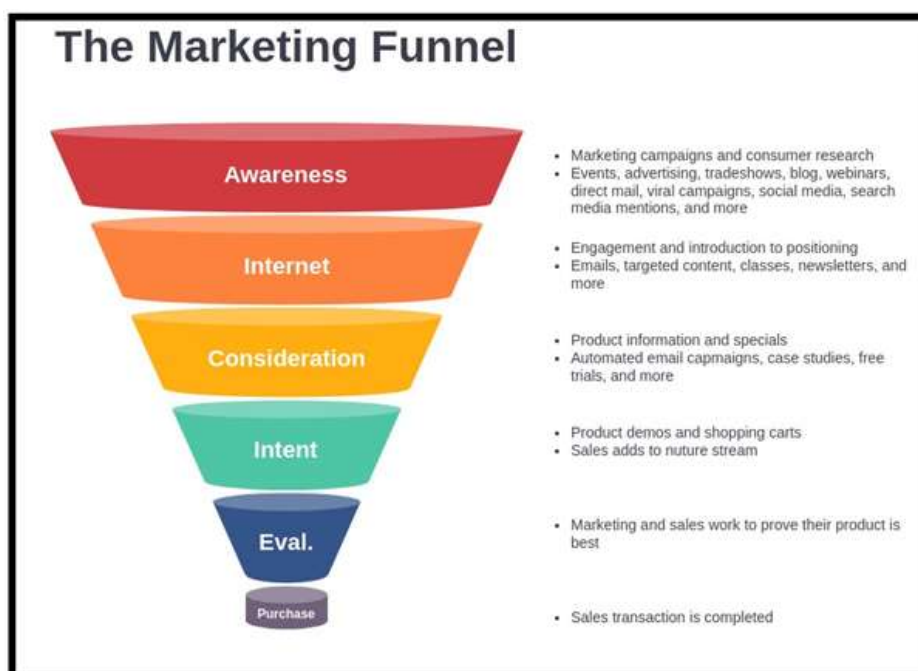


Figure 1 - Marketing Funnel: From Awareness to Conversion

## II. APPLICATIONS

Marketing is used in numerous fields, but it is particularly useful in the pharmaceutical industry for supply chain management, scientific communication, and information to patients. The following are the main applications:

### 2.1 Market Analysis and Identification of Needs

Systematic research on customer requirements, treatment gaps, illness prevalence, and behaviour trends is made possible by marketing. Market research aids businesses in creating goods that reflect actual demands between patients and services.

### 2.2 Planning and Development of Products

Decisions in formulation design, packaging, labelling, and brand positioning are influenced by marketing. In the pharmaceutical industry, this guarantees that product attributes correspond with Professional usefulness and satisfaction for patients. Demand Prediction Marketing predicts anticipated demand using revenue information, examination of trends, and prescription auditing. Precise forecasting guarantees continual accessibility to necessary supplies and avoids shortages of goods substances. Branding and Distinctiveness In marketplaces where competition is fierce, branding enables businesses to establish a distinctive character. Pharmaceutical branding enhances remember and

facilitates differentiation medicine that equivalent curative properties. Between physicians and patients.<sup>[5]</sup>

### 2.3 Promotion and Communication of Science

Through MR detailing, brochures, conferences, CME programs, and journal articles, marketing is crucial to the spread of scientific knowledge. Language that is ethical Encourages improved clinical judgment.

### 2.4 Channel administration and shipment

Marketing organizes the flow of products from producers to distributors, pharmacies, and medical facilities. Effective distribution guarantees prompt availability and avoids patient waits therapy.<sup>[6]</sup>

### 2.5 Pricing Strategy Formulation

By examining manufacturing costs, therapeutic benefit, and rival price, advertisement aids in setting pricing. The accessibility of patients is enhanced by balanced pricing while maintaining industry resilience.

### 2.6 Customer Relationship Management (CRM)

Marketing uses follow-ups, feedback systems, and support services to assist establish solid connections with physicians, pharmacists, and patients. CRM that works improves adherence, trust, as well as brand fidelity.<sup>[7]</sup>

### 2.7 Patient Education including Awareness Marketing

Raises awareness of illnesses, medication compliance, preventative care, and available treatments. Patient education results in greater therapy outcomes and increased compliance Results.

## III. TYPES OF MARKETING

Conventional advertising and internet marketing are one of the main types of marketing. These categories show how marketing techniques have changed throughout time, moving from offline, physical approaches to online, technology-driven tactics. Both types of advertising are still play crucial roles in the pharmaceutical sector, despite the fact that their jobs, communication styles, and market reach are quite different.

### 3.1 Traditional marketing

All analog advertising strategies that were in use long before digital technology are referred to as traditional marketing. For reaching those it targets, it makes use of tangible media, direct contact, and real advertising instruments. Traditionally, traditional marketing has been the foundation of pharmacological communication, particularly for relationship-building along with doctor involvement.<sup>[8]</sup> Conventional marketing mostly depends on in-person interactions, written materials, and live events. These techniques build rapport, trust, and credibility elements that are vital in the healthcare industry since choices have an impact on people's lives.



Figure 2 - Traditional Marketing Strategies

Conventional marketing consists of the following elements:

### 3.1.1 Individual Promotion

Within the drug sector, direct sales are among the most effective conventional advertising approach. Medical representative (MR) acts as an intermediary between pharmaceutical firms and HCPs are healthcare professionals. They are primarily responsible for: A medical representative is essential to pharmaceutical marketing since they offer thorough scientific information regarding medications, such as information on dose, contraindications, safety, effectiveness, and mechanisms of action. They provide clinical research, treatment recommendations, and product monographs to keep medical professionals up to date, send item samples to support trials, and respond to any questions or concerns expressed by physicians. Medical representatives prioritize developing enduring professional connections with healthcare professionals in addition to exchanging information. They also gather insightful input and monitor prescribing patterns, making sure that communications are grounded on research and sensitive to the demands of the medical community. This direct, in-person connection fosters trust and guarantees moral, fact-based dialogue. For prescription medications, where customers mostly rely on doctor recommendations, personal selling is particularly crucial.

### 3.1.2 Print and Scientific Writing

In pharmaceutical marketing, print media includes a range of items intended to deliver precise and trustworthy scientific information. Product brochures, visual AIDS, monographs, pamphlets, bulletins, medical periodicals, and product catalogs are a few examples. Healthcare practitioners use these manuscripts because recorded sources to remain current on new pharmacological information, professional recommendations, and treatment developments. Print media are a vital instrument for scientific promotion and efficient communication within the medical community because of their reliability, use, and extended shelf life. Pharmaceutical businesses deliver precise scientific knowledge through a recorded style through books. For insight into therapeutic updates, physicians use periodicals, clinical research, and written monographs. Printed content is appropriate for professional marketing due to its lengthy shelf life and considerable believability.<sup>[9]</sup>

### 3.1.3 Multimedia Broadcasting

When it comes to conveying health-related knowledge to a big audience, radio or television is essential. This covers commercials for over-the-counter medications on television, vitamins, analgesics, and public health initiatives that emphasize diet, hygiene, and immunization. Additionally, radio announcements are used to spread awareness of prevalent diseases and encourage healthier habits that are preventive. Broadcasting media improves public health awareness and promotes early diagnosis and prompt medical action by addressing low-literate and geographically diversified groups. Low-literate and geographically varied groups can be reached through broadcast media. Additionally, it promotes early detection and raises knowledge of illness prevention.<sup>[10]</sup>

### 3.1.4 Graphical and Environmental Marketing

In medicine, environmental in addition to graphic marketing is an effective method to build awareness of the company. This strategy consists of posters, billboards, and transport ads on Lighting signs, hoardings, busses, cars, trains, and banners positioned next to medicines or hospitals. Outdoor marketing enhances brand memory and guarantees that products are visible to both healthcare professionals and the general public by offering regular display in busy and crucial areas. By establishing a strong visible presence in the target market, it is especially successful in advertising prescription goods, retail pharmacies, diagnostic facilities, as well as generic medical providers.<sup>[11]</sup>

### 3.1.5 Continuing Education Schedules, Meetings and Conventions

One of the most reliable venues for pharmaceutical marketing is scientific gatherings and conferences. These include of programs for continuous training in medicine (CME), worldwide and symposiums, seminars, panel discussions, product launches, and national physician events. These gatherings make it possible to debate new medications, clinical studies, treatment plans, and illness management techniques in real time. They provide pharmaceutical businesses a chance to highlight advances, build credibility, and communicate with key opinion leaders (KOLs), strengthening professional ties and advancing evidence-based practice<sup>[12]</sup>

### 3.1.6 Direct Advertising

Personalized engagement with healthcare providers via postal letters, reminder cards, appointment letters, and phone calls is known as direct marketing, which transcends the internet age. Discussions as well as follow-up visits. In rural and semi-urban healthcare settings, where digital connectivity may be restricted, this conventional technique is still important. Direct marketing makes it possible for businesses to stay in touch among medical practitioners as well as guarantees a structured as well as individualized supply of relevant information.

### 3.2 Digital Marketing

All online tactics that promote pharmaceutical goods and services via the World Wide Web, cell phones, and online mediums are included in the category of online advertising. By enabling quicker, more engaging, and cost-effective exchange of information, it has changed the tourist industry. Businesses to interact in immediate fashion with either viewers or medical experts. Large and worldwide reach, high measurability and analytics, tailored communication, affordability in comparison to conventional means, and ease of access are all provided by digital channels<sup>[13]</sup>

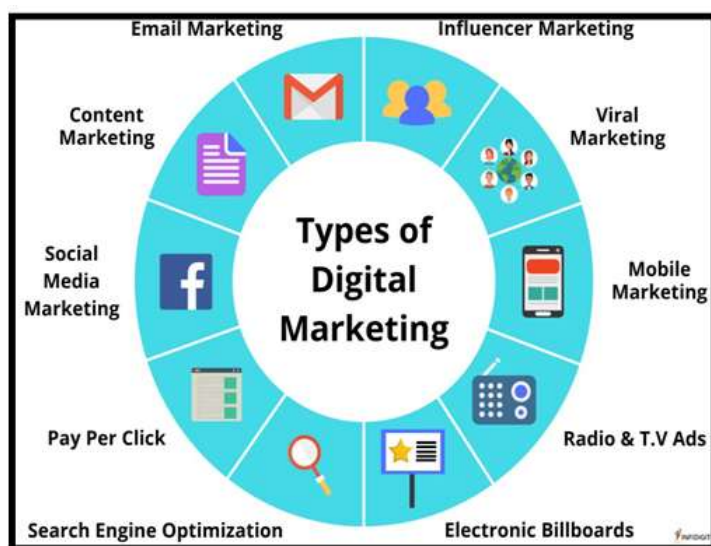


Figure 3 - Digital Marketing Strategies and Platforms

#### 3.2.1 Promoting on Social Media

Advertising for pharmaceuticals actively uses social media sites like Facebook, Instagram, LinkedIn, Twitter (X), and YouTube to increase illness awareness and provide public health education. Raise awareness, introduce new goods, communicate scientific advancements, interact with physicians and pharmacists, and offer patient care initiatives. Social media creates communities, facilitates two-way communication, and improves the connection between pharmaceutical companies and their target market<sup>[14]</sup>

#### 3.2.2 Electronic bulletins and mailings

Digital bulletins along with electronic advertisements are useful tools for organized communication with healthcare providers. Businesses utilize emails to discuss trial research and launch new goods. Research updates, invite

people to events, send out monthly newsletters, offer information on prescription trends, and stay in touch with physicians. Emails are a dependable medium to subtle, focused marketing since they provide customization, wide reach, and quantifiable outcomes by means of measures includes responses while percentages of clicks. Websites, SEO, and Online Content Drug information, clinical trial findings, safety updates, patient education materials, and illness management are all available on pharmaceutical firm websites. Rules and e-detailing systems. These websites are more visible as well as credible thanks to Search Engine Optimization (SEO), which makes sure they display up highly in results when searching. To build authority, make information easier to find, and enhance interaction with customers and healthcare providers, providers make substantial



investment within SEO as well as digital content production <sup>[15]</sup>

### 3.2.3 Webinars and Online CMEs

Particularly since the COVID-19 epidemic, webinars in addition to Ongoing Health Education (CME) courses are increasing in prominence, enabling health care providers all around the world to take part in clinical conversations facilitated by experts. In addition to lowering prices and removing geographical constraints, these virtual platforms provide interactive Q&A sessions, evidence-based presentations, and real-time feedback, making medical education easily accessible <sup>[16]</sup>

### 3.2.4 Digital Wellness Tools with Smartphone Apps

Digital health technologies and smartphone apps promote the management of chronic diseases including diabetes, hypertension, and asthma and promote patient participation. These tools provide features include healthcare calculators, telehealth consultations, patient adherence measurement, prescription reminders, symptom monitoring, and instructional materials. Pharmaceutical businesses improve patient support, compliance, and overall healthcare results by incorporating these technologies.

### 3.2.5 Virtual Representative Visits and E-Detailing

Online product demonstrations, virtual meetings, digital brochures, and remote

communications with medical personnel are all made possible by e-detailing. This strategy lowers travel expenses and permits pharmaceutical businesses to effectively contact more healthcare professionals. In addition to typical face-to-face encounters, detailing guarantees that comprehensive product information may be efficiently presented.

### 3.2.6 Online Advertising Online

Advertising through Google Ads, display ads, healthcare websites, mobile applications, YouTube videos, and news portals allows highly targeted marketing based on age, location, interest, disease category, and professional background. This form of digital promotion is extremely effective for reaching specific audiences, increasing awareness, and driving engagement in a cost-efficient and measurable manner.

## 3.3 Traditional marketing Vs. Digital marketing

Over the past several decades, there has been a tremendous evolution in marketing strategies, leading to the establishment of two dominating paradigms: conventional marketing and digital marketing. Organizations in a variety of industries frequently use both tactics, but their efficacy varies. Based on elements including budget, business goals, competitive landscape, the target audience. Developing successful campaigns requires a deep comprehension of the benefits and drawbacks of each strategy.

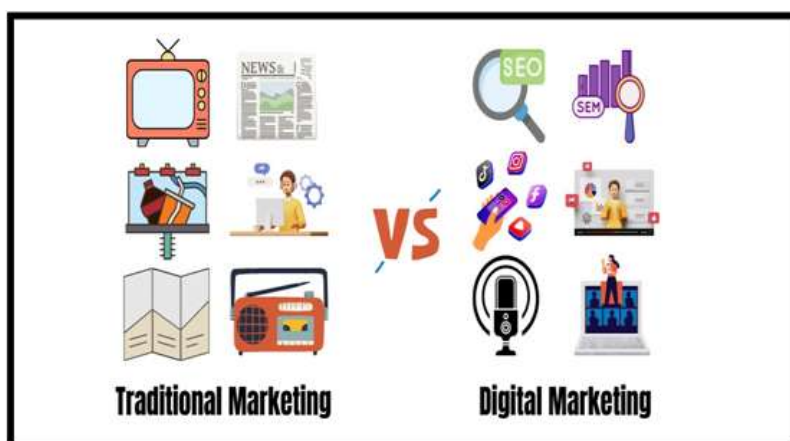


Figure 4 - Traditional Marketing vs. Digital Marketing: A Comparative Overview

### 3.3.1 Advantages of Traditional marketing

- **Credibility and Trust of the Company**

Print, radio, and TV are examples of conventional promotional mediums that have long been seen as trustworthy and dependable. These

platforms offer real visibility that encourages increases brand credibility and fosters customer confidence. Traditional marketing is still a crucial part in developing brand equity for widely recognized companies<sup>[17]</sup>

- **Wide-ranging Population**

The conventional media are particularly successful in reaching some demography audiences, especially those over 55 or those who are not actively participating web. Local groups and the conventional media are regularly utilized by internationally split audience to obtain information and raise awareness of products<sup>[18]</sup>

- **Positioning Strategically That Is Stable**

Conventional marketing techniques provide consistency in terms of campaign results, expenses, and audience reach. Organizations are able to sustain a constant advertising presence because of their steadiness. It makes organizing plans for the long term easier<sup>[19]</sup>

- **Digital Channel Complementarity**

The convergence of digital and conventional marketing within an omni-channel framework is emphasized in recent research. While conventional media can increase brand recognition and Digital channels are more successful in creating engagement and conversions due to their reputation<sup>[20]</sup>

### 3.3.2 Advantages of Digital marketing

- **Measurability and Performance Monitoring**

Real-time tracking of performance data like as impressions, clicks, conversions, and return on investment is possible with digital marketing. This makes it possible to continuously optimize marketing tactics and make data-driven decisions.<sup>[21]</sup>

- **Targeting and Personalization with Precision**

In the world of digital advertising, comprehensive ways of segmenting let pinpoint communication according to customer demographics, interests, and behaviour. Customized marketing initiatives enhance increase sales conversions and satisfaction levels<sup>[22]</sup>

- **Organizational Versatility with Cost Performance**

Digital campaigns are less expensive to launch than conventional media, and they may be

dynamically modified in response to immediate feedback. Agile marketing is supported by this adaptability. Tactics, especially for small and medium-sized businesses<sup>[23]</sup>

- **Interaction with Customers and Two-Way Communication**

Digital platforms allow clients and business organizations to communicate in both directions, in contrast with conventional marketing. Social sharing, evaluations, including opinions are examples of interactions that promote improve connections and foster brand loyalty<sup>[24]</sup>

- **Innovation and an edge over competitors**

Marketers can take use of cutting-edge technology like machine learning, big data analysis, like AI thanks to the expanding virtual landscape. These resources enable market insights, improve client experiences and generate advantages over competitors<sup>[25]</sup>

## IV. PHARMACEUTICAL MARKETING

Pharmaceutical marketing is the process of advertising medications, medical equipment, and healthcare services to patients, healthcare providers (HCPs), and organizations. Due to the delicate nature of the healthcare industry, marketing in this field must adhere to stringent legal requirements and moral criteria. Raising awareness, educating stakeholders, promoting informed prescribing, and eventually enhancing patient outcomes are the main goals. A thorough grasp of the healthcare environment, patient requirements, physician behaviour, and new technology tools is necessary for successful pharmaceutical marketing<sup>[26]</sup>

### 4.1 Healthcare professional marketing

Drug marketing still relies heavily on personal interactions with doctors, pharmacists, and allied health care providers.

#### 4.1.1 Visits by Medical Representatives (MRs)

Healthcare professionals are visited by trained personnel who offer comprehensive product information, clinical evidence, and answers to questions. MR visits develop trust, cultivate professional ties, and promote wise prescription choices. MR visits are a crucial part of advertising for medicines because they enable businesses to learn from doctors desires and market demands.<sup>[27]</sup>

#### 4.1.2 Continuing Medical Education (CME):

To keep healthcare professionals informed on therapeutic advancements, clinical research, and best practices, companies host conferences, webinars, workshops, and seminars. CMEs do more than only teach healthcare professionals but also raise product awareness in an informative, non-promotional setting, assisting doctors in making decisions based on facts.<sup>[28]</sup>

#### 4.1.3 Sampling Schemes

Giving free product samples enables healthcare professionals and patients to experience drugs directly, guaranteeing a safe assessment and initial exposure. Sampling makes novel medications more familiar. Promotes early adoption and backs patient trials overseen by doctors.<sup>[29]</sup>

#### 4.1.4 Engagement of Key Opinion Leaders (KOLs)

Working together with powerful medical professionals increases the legitimacy and uptake of the product. KOLs give recommendations when attending conferences, writing articles, or serving on advisory boards. That may have an impact on prescription practices as well as general clinical practice.

### 4.2 Marketing Focused on Patients

Increased awareness, better drug adherence, and patient empowerment are the goals of patient focused therapies.

#### 4.2.1 Campaigns for Health Awareness

Public education on illness prevention, early detection, and treatment alternatives is the goal of patient-focused initiatives. Campaigns using several channels, such as social media postings, pamphlets, Patients can make educated decisions by learning about illnesses and potential treatments through media and neighbourhood seminars.<sup>[30]</sup>

#### 4.2.2 Programs for Patient Support (PSPs)

PSPs offer counselling, adherence reminders, and digital resources including online platforms as well as smartphone apps. By actively assisting patients throughout their therapeutic journey, these programs enhance treatment compliance, patient satisfaction, and long-term results.

#### 4.2.3 DTC (Direct-to-Consumer) Marketing

DTC marketing educate people about prescription and over-the-counter drugs where allowed by law. These programs increase consumer engagement by encouraging people to speak with medical providers, raising awareness, and facilitating educated conversations. Adoption of treatment.

#### 4.2.4 Engagement on Social Media

LinkedIn, Twitter, and professional HCP portals are examples of online advertising tools that enable the targeted distribution of webinars, scientific updates, and instructional materials. Analyses of These platforms offer data into sentiment, reach, and engagement, allowing for ongoing marketing strategy improvement.<sup>[31]</sup>

#### 4.2.5 Online meetings and seminars

For HCPs, online platforms provide remote training, product launches, and therapeutic conversations. Virtual conferences lower logistical expenses, improve accessibility, and enable wider engagement, making them an effective medium for promoting and educating about pharmaceuticals.<sup>[32]</sup>

#### 4.2.6 SEO with Search Engine Marketing (SEM)

By optimizing web content, HCPs and patients looking for illness management solutions may see reliable product and business information. Search engine optimization and search engine marketing tactics expand the audience for promotional and instructional materials, assisting in the making of well-informed treatment decisions.<sup>[33]</sup>

#### 4.2.7 App-Based along with Mobile Advertisement

Mobile applications provide therapy guidance, adherence tracking, and disease education. Push alerts for medicine reminders, symptom tracking, and direct contact with medical professionals, boosting commitment and involvement by patients.<sup>[34]</sup>

#### 4.2.8 Collaborative Materials and Film Promotion

Animated messages, holographic commercial demos, and films with instruction all improve comprehension and memory. Interactive online courses may be utilized for HCP education and patient education, boosting treatment awareness and involvement.<sup>[35]</sup>



#### 4.2.9 Retail Pharmacy Promotions

Product exposure other consumption are increased through point-of-sale displays, shelf branding, discount programs, along with human dialogue. OTC medication retail marketing techniques strengthen brand recognition and have an impact on consumer behaviour at the moment of transaction<sup>[36]</sup>

#### 4.3 Over-the-counter (OTC) Retail marketing

##### 4.3.1 Retail Pharmacy Promotions

Product exposure other acceptance improve through online participation, reduction schemes, shelf branding, including retail store displays. OTC product retail marketing tactics improve brand at the time of sale, recognition can impact consumer behaviour.

##### 4.3.2 Marketing in Institutions

To guarantee product acceptance, purchasing partnerships, instructional seminars, and conferences are directed towards hospitals, clinics, and diagnostic facilities. Outreach by institutions aids Pharmaceutical firms simplify the accessibility of products and keep solid partnerships with healthcare providers.

##### 4.3.3 Exhibitions while Trade Shows

Pharmaceutical firms take part in industry gatherings to present their goods, connect with healthcare professionals, and learn about the market. Trade exhibitions offer a forum for product interaction. Demonstrating, fostering relationships, and sharing information.<sup>[37]</sup>

#### 4.4 Branding and positioning

##### 4.4.1 Building Brand Equity

Patients' and healthcare professionals' trust and devotion are increased by unified communications, rigorous criteria, with academic competence. Long-term usage is ensured by strong brand equity. Increases pharmacological items' perceived worth.

##### 4.4.2 Positioning of Therapeutic Areas

Awareness as well as acceptance are improved by concentrating advertising spend into specific medical sectors. Through targeted therapeutic positioning, pharmaceutical companies can convey the relevance of their products to patients and healthcare professionals more successfully.

##### 4.4.3 Sensational and Graphic Branding

Product uptake and perception are influenced by packaging, logos, and graphic design, especially for over-the-counter products. In a cutthroat market, advertising imagery facilitates distinction and strengthens brand memory.

##### 4.4.4 Integration of Digital and Multichannel Marketing

A combination of online advertising tools, CME programs, while conventional marketing contacts provides highest level of participation and reach. Campaigns using many channels enable real-time tracking of performance, more effective marketing resource allocation, and higher therapy uptake results.<sup>[38]</sup>



Figure 5 - Impact of Digital Marketing Strategies in the Pharmaceutical Industry

## V. DIGITAL TRANSFORMATION IN PHARMACEUTICAL MARKETING

The past few decades have seen a major shift in drug advertising due to shifts in regulations, patient and healthcare professional expectations, and technology improvements. The sector has moved away from conventional approaches, such as medical representative visits, print ads, and face-to-face meetings to more economical, quantifiable, and scalable digital, personalized, and multichannel techniques. In addition to offering continuous interaction and analytics, digital platforms such as webinars, social media, email campaigns, mobile applications, and online educational portals are becoming essential for educating patients and presenting information to healthcare professional. In addition to providing additional training programs, promoting openness and authenticity can be accomplished by active digital engagement and utilizing powerful voices. Patient centred initiatives, including telemedicine, mobile health apps, online patient advocacy resources, and

gamified adherence tools, are becoming more and more important to improve adherence for patients, knowledge of healthcare, and engagement. By merging conventional along with online strategies, integrated Omni channel marketing guarantees consistent communication across all touch points and enables real-time campaign monitoring and optimization. Compliance with regulations and moral issues, such as Strategies for advertising are still shaped by transparency, evidence-based promotion, and conformity to national rules. Artificial intelligence, telemedicine, mobile applications, predictive analytics, and interactive video content are examples of new technologies that improve market reach, engagement, and customization. In general, these Changes have reduced promotional costs, increased patient and Physician participation, and moved the emphasis from short-term product promotion to long-term relationship development and patient-centred tactics.

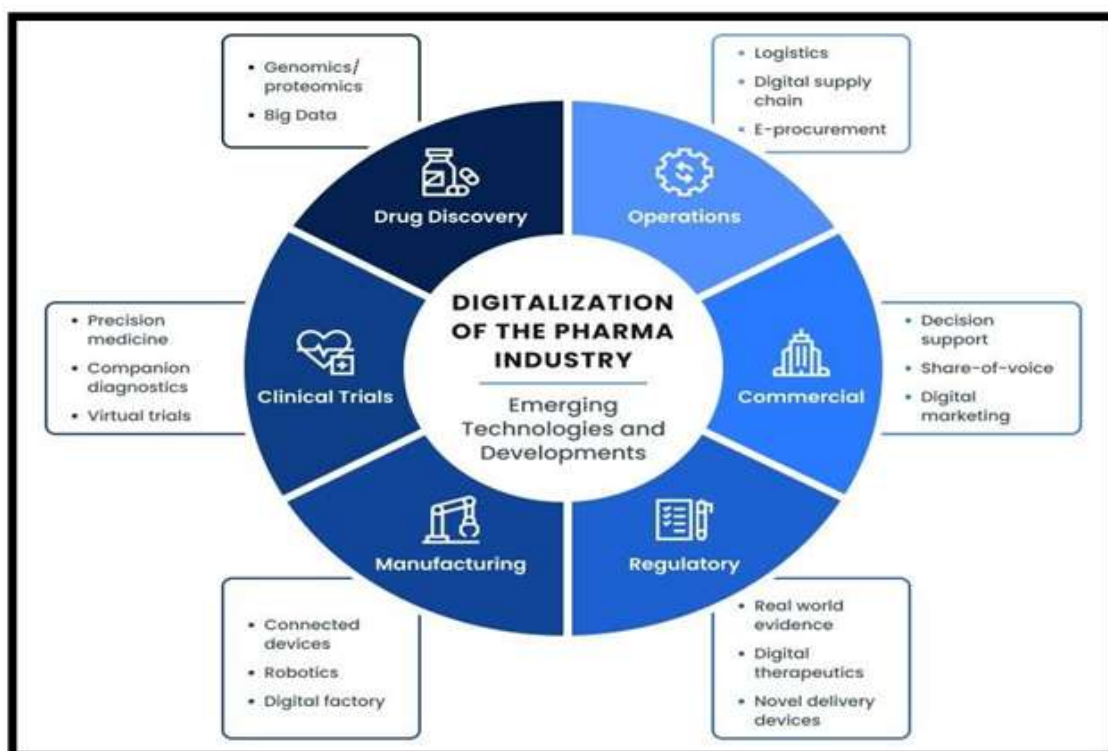


Figure 6 - Digital Transformation in Pharmaceutical Marketing: Emerging Strategies and Future Outlook

## VI. CURRENT PHARMACEUTICAL MARKETING STRATEGIES

### 6.1 Advertising of Prescription Drugs to Medical Professionals (HCPs)

Since doctors, pharmacists, and allied health professionals are important decision-makers in medical treatment, pharmaceutical manufacturers continue to rely heavily on selling

prescription drugs. Adoption. Businesses application medical professionals (MRs) to facilitate to provide experimental outcomes, promote give comprehensive clinical knowledge, and direct medical use. In beyond generating belief, these private talks permit health care professionals to address concerns about product differentiation, safety, and efficacy. In addition to MR visits, businesses fund seminars, conferences, other continuing medical education (CME) programs that maintain doctors up to date with new treatments, illness management techniques, and regulatory advancements. Partnerships with important viewpoints Because expert recommendations can impact clinical decision-making and hasten product uptake, leaders (KOLs) further boost credibility. <sup>[39]</sup>

## 6.2 Marketing Focused on Patients

Promoting health literacy, therapy adherence, and illness knowledge requires patient-focused initiatives. Campaigns for health awareness inform patients about treatment and prevention. Choices, as well as changes in lifestyle, through print, broadcast, and digital media. Patient support programs (PSPs) assist patients in successfully adhering to prescriptions by offering training courses, counselling, to adherence reminders. When permitted by law, directtoconsumer (DTC) advertising efforts inform consumers about prescription and over- thecounter medications and encourage informed dialogue with medical experts. These initiatives empower patients, improve engagement and foster better health results. <sup>[40]</sup>

## 6.3 Corporate advertising for retail pharmacies

Promotion of generic until medicinal goods depends heavily on retail and institutional marketing. Point-of-sale tactics, such as in-store marketing materials, branded displays, and interactive product demos, raise awareness and have an impact on decisions to buy. In order to ensure institutional acceptance other long-term collaborations, chemical companies also cooperate with hospitals, clinics, and diagnostic centres through bulk supply agreements, teaching seminars, and supported training courses. Pharmaceutical exhibitions and marketplaces offer venues for product display, connections with medical experts, and market research. <sup>[41]</sup>

## 6.4 Pharmaceuticals Digital Marketing

Because it allows for greater reach, real-time data, additionally quantifiable interaction, online advertisement has revolutionized pharmaceutical promotional materials. Businesses use smartphone applications, webinars, social media sites, and healthcare-related websites to interact with both HCPs as well as patients. When people look for treatments or health management options, online marketing makes sure that reliable medical along with product data are available. Compared against conventional print-based methods alone, video marketing, interactive content, and gamified patient engagement technologies improve comprehension, retention, and adherence, offering more effective educational interventions.

## 6.5 Placement while Branding Techniques

A crucial component of pharmaceutical marketing is branding. Evidence-based communication, quality control, and unbiased communication all contribute to strong trust in the brand. Placing Products within certain therapeutic areas improve awareness among patients and healthcare professionals, make distinction clear, and direct focused marketing initiatives. Particularly across over-the-counter categories, packaging design, visual identity, and tactile branding influence how consumers perceive products while bolstering the legitimacy and confidence of prescription drug. Analytics, Measurement, with Integration In order to convey identical messages across every interaction locations, modern healthcare advertising utilizes a smooth, Omni channel approach that combines conventional and online tactics. Businesses may monitor interaction, assess the effectiveness of campaigns, and dynamically improve their strategy by using real-time data and prediction technologies. This data-driven approach highlights the sophisticated character of contemporary marketing for medications by encouraging economical use of resources, improving the outcome of capital, other enhancing efficient contact with consumers, medical providers, other other institutions. <sup>[42]</sup>



Figure 7 - Innovative Marketing Strategies for Sustainable Growth in the Pharmaceutical Industry

## VII. REGULATORY AND ETHICAL CONSIDERATION IN PHARMACEUTICAL MARKETING

### 7.1 Adherence to national and international regulatory bodies

To guarantee patient safety, accurate information distribution, and moral product promotion, pharmaceutical marketing is tightly regulated. Businesses have to abide by rules established by regulatory agencies like the Central in India, the regulatory authority for drugs is the Central Drugs Standard Control Organization (CDSCO), while in Europe, this role is carried out by the European Medicines Agency (EMA). As well as the FDA, in the USA, along with other national organizations. Before being distributed, advertising campaigns, promotional materials, and digital content are examined over correctness, factual support, along with adherence to law. Regulatory control guarantees that marketing tactics uphold scientific integrity, avoid off label promotion, and avoid misleading clients other doctors and nurses. Legal repercussions, a decline in trust, and harm to a company's brand might result from noncompliance.

### 7.2 Communications Based on Evidence

All claims about effectiveness, safety, or therapeutic advantages must be backed by solid scientific data in order for pharmaceutical marketing to be ethical. Advertising material, whether Clinical trial data, peer-reviewed publications, and regulatory clearances must support any information provided through MR visits, newspaper articles, live webinars, or online sources. Evidence-based communication

guarantees that patients receive correct recommendations regarding therapeutic options, avoids misinformation, and fosters confidence from health care professionals. Businesses frequently provide sources, data sheets, and thorough clinical summaries to support statements made in advertising campaigns.

### 7.3 Openness in Relationships among Healthcare Professionals

Transparency in interactions with medical practitioners is essential to avoid conflicts of interest and undue influence on prescription practices. Sponsorships must be disclosed by companies. Gifts or financial assistance given to health care professionals for conferences, training courses, or consulting positions. Transparency guarantees moral participation, reduces the possibility of biased prescribing, and complies with international standards like the European Federation of Pharmaceutical Industry and the Pharmaceutical Research and Manufacturers of the US (PhRMA) Code. Industries and Associations (EFPIA) standards. Additionally, preserving openness fosters long-term connections and trust with medical personnel.

### 7.4 Marketing Guidelines for Direct-to-Consumer (DTC)

Direct-to-consumer advertising must adhere to stringent guidelines when allowed in order to guarantee that patients receive accurate, impartial, and straightforward information. Every advertisement has to convey possible advantages, dangers, and limitations of the product. It is forbidden against companies to make inaccurate or inflated claims, and they are required to cite their



sources. Regulation guarantees that DTC initiatives enable patients to make knowledgeable decisions. Healthcare choices without causing needless drug demand or jeopardizing safety.

### 7.5 Ethical Issues with Online Advertising

The veracity of web pages, safeguarding confidentiality, and avoiding undue influence are just a few of the new ethical obligations brought forth by digital marketing. Companies need to preserve patient information gathered through websites, mobile apps, or online initiatives in compliance with national data protection regulations. Webinars, online groups, or social media interaction must offer factual, non-promotional content to raise awareness of and educate people about diseases. Ethical digital marketing guarantees that vulnerable people are not exploited, Patient privacy and are consistent with the healthcare ethics of beneficence and non-maleficence.

### 7.6 Reporting, Auditing, and Watching

Internal surveillance systems need to be put in place by businesses to guarantee adherence to moral and legal requirements. Frequent reports, education sessions, including audits are essential to detect any violations, assess marketing strategies, and uphold responsibility. These methods encourage ongoing development in moral behaviour and compliance with regulations. A crucial component of ethical advertising plans involves sharing unfavourable incidents, product safety issues, or promotional anomalies.<sup>[43]</sup>

### 7.7 Ethics in rebranding as well as economic social responsibility

Ethical pharmaceutical marketing includes corporate social responsibility (CSR) activities in addition to compliance. Businesses provide cheap screenings and public health initiatives. Activities and educational endeavours to improve social welfare. The entire impact of marketing is made even greater by ethical branding, which enhances reputation, builds confidence between clients and medical personnel, and shows dedication to patient-centered care actions.

## VIII. CHALLENGES IN PHARMACEUTICAL MARKETING

### 8.1 Adherence to Regulations

To guarantee patient safety, correct information, and moral promotion, pharmaceutical marketing is strictly controlled. Businesses have to abide by both national and international

regulations, such as the FDA, EMA, and CDSCO, to steer clear of deceptive advertising or off label claims. Strong legal as well as regulatory institutions are necessary to navigate such structures. Serious fines, harm to one's image, and loss of market access can result from noncompliance.<sup>[44]</sup>

### 8.2 Moral Aspects

When marketing strategies, such incentives, slanted information, or aggressive promotion, run the danger of unlawfully influencing prescription behaviour, ethical issues might develop. Maintaining openness, truthfulness, and evidence-based communication is essential to preserving public confidence and avoiding immoral and juridical consequences.

### 8.3 Dangers of Digital Marketing

Other challenges become up by converting to various websites, and e-detailing. Businesses must guarantee content accuracy, safeguarding personal information, and adherence to digital marketing regulations. (Such as GDPR and HIPAA). Website material regarded as deceptive or violates regulations could give birth to legal action and harm a brand's reputation.

### 8.4 Pressures from the Competition

Due to fierce competition from biosimilars, generics, and new competitors, marketers must differentiate goods using medicinal value rather than marketing strategies. Pressure to pay and product commoditization put marketers under pressure to preserve brand loyalty while guaranteeing affordability.

### 8.5 Commitment among Healthcare Professionals

Physicians, pharmacists, and other allied health professionals have little time for promotional encounters and are overloaded with information. It grows more difficult to establish Credibility using real, researched conversation as opposed to pushy sales techniques.

### 8.6 Diversity and Engagement of Patients

Addressing disparities in health literacy, socioeconomic position, language, and cultural attitudes is essential to reaching various patient groups. Care must be taken to guarantee that individuals comprehend the advantages of therapy, follow their treatment plan, and use digital tools (portals, apps) securely. Tactics that are well-



thought-out, inclusive, and consistent with privacy.  
[45]

### 8.7 Financial along with Resource Limitations

It takes a lot of resources to develop multichannel marketing strategies, which include digital platforms, compliance content, training, audits, and analytics. Smaller businesses must challenges enhancing impact while striking a balance between cost-effectiveness and moral and legal obligation.

### 8.8 Quick Development of Technology

AI, telemedicine, predictive analytics, and ramified patient interaction tools are examples of emerging technology that present both opportunities and uncertainties. Inadequate management may lead to ethical issues, legal violations, or damage to one's reputation. To use these tools securely and efficiently, ongoing governance and modification are required [46]

### 8.9 Obstacles to Market Access and Reimbursement

Government financing programs, insurance coverage, and price rules all affect availability of hospital markets. Those features must be reflected in marketing strategy in order to guarantee that goods are delivered to patients without going against price as well as compliance rules.

### 8.10 Overflow of Information and Authenticity of Content

Customers and medical personnel are exposed to an excessive amount of instructional and promotional material. Assuring the legitimacy, lucidity, and applicability of Marketing materials are essential for preventing false information, increasing engagement, and assisting with well-informed decision-making.



Figure 8- Regulatory and Ethical Challenges in Pharmaceutical Marketing Practices

## IX. CASE STUDIES IN CHALLENGES OF PHARMACEUTICAL MARKETING

### 9.1 Case study 1: digital marketing compliance in the COVID-19 era

Due to travel limitations and measures to distance themselves from society during the COVID19 epidemic, pharmaceutical corporations quickly moved their marketing efforts to internet channels. Webinars, virtual CMEs, e-detailing, social media campaigns, and mobile apps to include clients and doctors and nurses (HCPs). But there were a lot of compliance issues via the new rule. Managing that all internet promotional content

comply with rules and regulations was an immense challenge, especially with dealing with off-label information and patient privacy. For instance, when webinars or social media posts inadvertently recommended off-label usage of drugs, a number of corporations came under fire. Online marketing lacked conventional operational standards, which resulted in uneven message and raised the possibility of fines from the authorities. Additionally, in accordance with data privacy regulations like GDPR in Europe along with Nafta in the United States, businesses have to protect delicate patient and Professional data gathered via applications or Downloadable forms. Despite these

obstacles, businesses who used organized digital compliance frameworks were able to uphold moral principles while utilizing technology to reach a wider audience. Digital audit trails, robust preapproval review procedures, and sales team training proved essential. This instance emphasizes how difficult it is to embrace innovation while maintaining ethical and legal compliance.

### 9.2 Case Study 2: Indian Patient-Centric Marketing and Health Education

In order to enhance adherence, treatment results, and illness awareness, pharmaceutical firms in India are increasingly using patient-centric marketing techniques. One noteworthy instance is the introduction of online patient assistance services for long-term conditions like diabetes and elevated pressure. These initiatives included phone help, instructional films, along with mobile apps for medication reminders. The ad did highlight issues with patient diversity, health literacy, and digital accessibility, though. Rural citizens while elderly people have trouble using mobile applications and comprehending digital material, which hampered the efficacy of programs aimed at including patients. In an attempt to overcome such barriers, organizations implemented interactive voice response systems for patients with limited literacy, offline outreach programs collaborated alongside nearby pharmacies, and bilingual teaching materials. This instance highlights the urgent need for patient-centred, inclusive approaches that take socioeconomic, cultural, and technological diversity into consideration. Businesses who successfully struck a balance between digital innovation and local support saw increased adherence and engagement. Rates, as well as increased brand recognition among patients and healthcare workers. <sup>[47]</sup>

## X. PROSPECTS FOR THE FUTURE OF PHARMACEUTICAL MARKETING

Technological innovation, changing patient expectations and more stringent regulatory frameworks will all contribute to the on-going evolution of the pharmaceutical marketing scene

Future tactics will probably focus on individualized medicine, where advertising campaigns are adapted to the lifestyle, genetic profiles, and illness risk factors of patients, improving adherence and engagement. Forecasting will soon be made possible by using a combination of intelligent machines (AI) and algorithmic learning (ML), permitting businesses to predicted

therapy customer demand, maximize multidimensional marketing efforts, and instantly recognize new therapeutic demands. Patient-centric advertising is going to heavily depend on digital health technology, such as wearable, telemedicine platforms, and smartphone apps. By facilitating on-going monitoring, individualized instruction, and adherence assistance, these solutions help close the gap between patients and suppliers of healthcare. In addition to producing valuable information to enhance campaigns and outcomes, Omni channel marketing tactics continue to merge conventional and digital approaches, guaranteeing consistent message along numerous contact points. Additionally, outside influences like corporate social responsibility (CSR) programs influence these strategies. Campaigns for patient involvement, open communication, and ethical branding will continue to be essential. For preserving both patient and medical provider trust. Furthermore, it is anticipated that legislative frameworks will change in tandem with digital developments, requiring on-going compliance and proactive control to guarantee that marketing strategies continue to be morally and practically sound.

## XI. DISCUSSION

Pharmaceutical marketing has changed throughout time, moving from traditional sales oriented approaches to patient-centred, digitally integrated approaches. Among healthcare professionals, traditional methods including conferences, print media, and visits by medical representatives continue to be important for establishing credibility and confidence. Social media, webinars, smartphone applications, and telemedicine technologies are examples of digital marketing that enables real-time participation, precision targeting, and quantifiable results. Patient-centred tactics, such as health initiatives for awareness, improve engagement, education, and adherence. Nonetheless, obstacles including marketplace rivalry, ethical dilemmas, technical hazards, and complying with regulations still have an impact on marketing efficacy. Businesses that combine online and conventional techniques while upholding moral principles result in increased patient and medical provider involvement as well as greater brand reputation.

## XII. RESULT

Pharmaceutical marketing now uses patient-focused, technologically enhanced tactics

rather than product-centric, sales-driven ones. When conventional and digital marketing are combined, engagement, treatment adoption, and awareness of the brand. There are still major obstacles related to ethics, regulations, and technology. Using AI, handheld devices, predictive data, and customized tactics improves patient outcomes and marketing efficacy.

### XIII. CONCLUSION

Pharmaceutical marketing has evolved into a data-driven, digitally connected, patient-focused field. Effective communication, education, and engagement with patients and their physicians have been rendered possible by combining digital technologies with conventional approaches. Lasting achievement calls for handling legal and moral issues. Future developments indicate that pharmaceutical marketing will continue to assist better healthcare outcomes while upholding credibility and trust through more customization, AI-driven analytics, and multichannel campaigns.

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