



Abstract

Title: Relationships of Bristol Myers Squibb's Promotional Strategy to the Physicians' Prescribing Habits

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Year Completed: 2005

Type of Document: Masteral Thesis

No. Of Pages: 116

Summary

The study aims to know which among the features and benefits of the product influences the physician the most. These were termed as "Determinants of Prescription Habit". Other factors affecting the prescribing habit were also analyzed. These factors are patients' compliance, the number of sales force promoting the brand, the frequency of promotional activities of the company, the cost of the activity and follow-up calls.

The study focused on three promotional strategies of the cardiovascular business unit of the company: sales calls, relationship marketing and direct to consumer marketing. It assessed the impact of these promotions in terms of enhancing brand

20 JUN 2005



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recall and knowledge of the product's features. It also validated which promotional strategies enables physician to compare overall treatment cost with other brands. This ultimately motivated them to prescribe the brand ensuring their patients compliance.

The respondents were on their residency with about 1-5 years in practice and those that were already internist and general practitioners. More than half were males and majority were married.

The study showed that safety and financial standing of patients influenced physicians' prescribing habit the most. However they personally believed that safety was foremost followed by efficacy.

Sales calls ranked first enhancing brand recall and repeat prescription. It was followed by relationship marketing and direct to consumer marketing.

There were other factors that affect the physician prescribing habit and these were follow-up calls, frequency of activity and the number of medical representatives promoting the brand.

The study recommended that more cardiologists be included and that a follow-up study can track the changes on the physician preferences from residency years, their fellowship years until the time they practice as a specialist.

It is also recommended that the company invest on more sales force for wider reach. Regular training is essential highlighting the clinical studies for evidence-based physician. Promotional materials should include comparative studies on safety



and efficacy. To address the concern of affordability, the medical representative should be able to compute overall treatment cost than just cite per unit cost. This has more importance since physicians can motivate their patients to comply on their medication.

The company should invest on regular market research and do follow-up calls.

