

STUDY OF THE OPPORTUNITIES OF APPLYING INTERNET-MARKETING IN THE PHARMACEUTICAL INDUSTRY

Mustafa Anis Al-Hasnawi (Iraq), S. V. Zhadko

National University of Pharmacy

svzhadkopharm@gmail.com

Nowadays, the Internet is one of the most popular sources of pharmaceutical and medical information for both healthcare professionals (general practitioners, narrow specialists and pharmacist) and patients. Legislative limitations of traditional methods of promotion of pharmaceutical products (such as television advertising, radio advertising, print advertising and advertising in pharmacies), the rapid growth of Internet technologies, the evolution of social media, and mobile integration of marketing provide new opportunities for finding and implementing innovative channels of promotion in the pharmaceutical market. Even today leading pharmaceutical companies carry out every fourth marketing contact via the Internet. More than 84% of physicians in developed countries use the Internet and other technologies to access pharmaceutical, biotech or medical information.

The Internet promotion of drugs has such advantages as transferring large volumes of information, the possibility of rapid changes in information, work with a precisely defined target audience, a rapid feedback, the possibility to monitor the course of an advertising campaign, and easy measurement of advertising effect (number of site visits, comments, views and reviews). The main disadvantages include fast spreading of the negative information and long the process of elimination of consequences of the negative information.

Internet-marketing in pharmaceutical industry use different common tools, among them banner online advertising, search engine advertising (SEA), search engine promotion and indirect marketing. The widespread form of indirect marketing is social media marketing that uses forums, blogs, social net-

works, chats and Internet-communities to attract attention of target audiences to the pharmaceutical company or pharmaceutical product.

According IBM benchmarking survey (included 88 managers from pharmaceutical companies) pharmaceutical industry is lagging behind other ones in the use of social media. The pharmaceutical industry, according IBM recommendations, can use social media to educate the patients about health issues and treatment; to provide information on medications recalls to a wider audience and more rapidly; to provide information about research on new drugs to the general community; to provide more information on medication, drugs and supporting services to a targeted audience; deepen the connection with healthcare professionals and groups of patients, often through unbranded sites.

Disease awareness and safety alerts are considered the most effective information for patient support in Twitter account of pharmaceutical companies.

Activities of pharmaceutical companies to support patients via Twitter, include: patient-sharing of their health-related experiences; publishing disease-specific tips, clinical trial recruitment and awareness; issuing lifestyle and dietary tips; providing around-the-clock disease management; daily health tips from authoritative sources; prescription management (including pharmacy refill reminders); medication safety alerts (including medical device malfunctions, drug recalls, emerging safety issues) and enhancing health-related support groups (e.g. buddy-systems for depression). Pharmaceutical companies consider using applications for mobile phones as an effective instrument of drugs promoting. The programs installed in the patients' mobile phones regularly signal them about the need to check the important medical indicators (blood glucose, blood pressure, etc.) and to take drugs. These programs allow patients to monitor their indicators in dynamics and remind them about particular pharmaceutical brand. Thus, the data of the literature confirm that pharmaceutical companies are exploring intensively online marketing as an alternative way to reach target audiences.