To Deanna, Carson, Camron, and Breleigh.  
Without your love and support,  
this would not have been possible.  
To Dr. Perri, a great mentor and friend.  

—BLR

To Mickey C. Smith, distant mentor and the pioneer  
of pharmaceutical marketing.  

—MP
Contents

Preface xi
About the Authors xiii
Contributors xv
Reviewers xix

CHAPTER 1 Marketing Principles and Process 1
Brent L. Rollins, PhD, RPh
Introduction 3
Customer Needs, Wants, Demands, and Value 4
Marketing Mix: The Traditional Four Ps 6
Segmentation, Targeting, and Positioning 17
The Marketing Plan 19
Marketing Effectiveness 22
Summary 24
Discussion Questions 24
References 25

CHAPTER 2 Pharmaceutical Marketing and the Industry Environment 27
Brent L. Rollins, PhD, RPh
The Prescription 28
Customers of Pharmaceutical Manufacturers 30
Issues Unique to the Pharmaceutical Market 41
Issues Unique to Pharmaceutical Marketing 45
Summary 49
Discussion Questions 50
References 51
## Contents

### Chapter 3  
**Products in the Pharmaceutical Industry: Trends, Identification, Approval, and Monitoring**  
*Brent L. Rollins, PhD, RPh, Randall Tackett, PhD, and Matthew Perri, PhD, RPh*

- Product and Industry Evolution 56
- Identifying a Good Drug Target for Marketing 58
- The FDA and Legislative History 60
- The New Drug Approval Process 62
- Generic Drugs 68
- Over-the-Counter Drugs 70
- Drug Labeling 72
- Pharmacovigilance 75
- Marketing's Role During Product Development 76
- Summary 78
- Discussion Questions 79
- References 80

### Chapter 4  
**Pharmaceuticals and Pricing**  
*Matthew Perri, PhD, RPh, and Brent L. Rollins, PhD, RPh*

- Price and Positioning 84
- The Cost of Pharmaceutical Innovation 86
- Developing an Effective Price Strategy 87
- Market Assessment: A Starting Point 89
- Role of Decision Makers: Patients and Prescribers 90
- The New Decision Makers 92
- Economic Aspects of Pricing Strategies 93
- Pricing Strategy and Marketing Goals 94
- Pricing Strategy Options 95
- Bundling and Couponing 98
- Evaluating, Revising, and Adjusting Prices 99
- Pricing Generic Medications 100
- Transforming the Price Variable into a Promotional Variable 100
- Generics' Impact on Brand Pricing 103
- Summary 103
- Discussion Questions 104
- References 105

### Chapter 5  
**Place: The Pharmaceutical Industry Supply Chain**  
*Brent L. Rollins, PhD, RPh, and Matthew Perri, PhD, RPh*

- Evolution of the Pharmaceutical Wholesale Industry 109
- Primary Customers and Industry Dynamics 111
Supply Chain Models  112
Issues Unique to the Pharmaceutical Wholesale Industry  114
Summary  119
Discussion Questions  120
References  121

CHAPTER 6  Promotional Marketing Activities and Practices  123
Dee Fanning, PharmD, Brian Mitchell, MBA, MPH, and Julie Brideau, PharmD
Commercial Operations  125
Pharmaceutical Promotion in Practice  137
Summary  139
Discussion Questions  139
References  140

CHAPTER 7  Medical Affairs  143
Dee Fanning, PharmD, Julie Brideau, PharmD, and Timothy Poole, PharmD
Medical Affairs  144
The Role of the Medical Liaison  146
Key Opinion Leader Identification and Development  149
Publications  151
Use of Reprints  153
Summary  154
Discussion Questions  154
References  155

CHAPTER 8  Regulatory Affairs  157
Julie Brideau, PharmD, and Dee Fanning, PharmD
Brief History of Governmental Prescription Drug Regulations  158
Office of Prescription Drug Promotion  162
Biologics  170
Over-the-Counter Drugs  170
Corporate Compliance and Corporate Integrity  171
PhRMA Code on Interactions with Healthcare Professionals  176
Risk Evaluation and Mitigation Strategies  177
Summary  179
Discussion Questions  179
References  180
CHAPTER 9  Direct-to-Consumer (DTC) Prescription Drug Advertising  183
Nilesh S. Bhutada, PhD
- History of Direct-to-Consumer Advertising  184
- DTC Advertising Growth  187
- DTC Advertising Regulation  189
- Role of DTC Advertising  190
- Stakeholder Perspectives on DTC Advertising  191
- Future of DTC Advertising  197
- Summary  199
- Discussion Questions  200
- References  201

CHAPTER 10  Social Media and Pharmaceutical Marketing: Opportunities and Challenges  205
Kelly Dempski and Matthew Short
- Evolution of Media  206
- Three Steps to Effective Social Media Use: Listen, Engage, and Optimize  209
- Constraints  217
- Summary  219
- Discussion Questions  219
- References  220

CHAPTER 11  The New Four Ps of Pharmaceutical Marketing  221
John Gardner, MBA
- History  221
- Changing Landscape  222
- The Old Four Ps: Shifting Paradigm  224
- The New Four Ps  226
- Controlled  227
- Uncontrolled  230
- Summary  237
- Discussion Questions  237
- References  238

CHAPTER 12  Prescribers, Healthcare Practitioners, and Marketing’s Role in Practice  239
Matthew Perri, PhD, RPh, and Brent L. Rollins, PhD, RPh
- Prescribers  241
- Prescribing Habits  243
- Direct Factors that Affect Prescribing  244
Over time, the mission of the U.S. pharmaceutical industry has remained greatly unchanged: Discover and then bring to market medications capable of saving lives and improving health and quality of life. However, as we have moved into the current information and technology age, the external environment in which the industry operates has greatly evolved and is drastically different. Not only have the number of blockbuster medications produced by pharmaceutical manufacturers decreased, but so has the presence of direct sales representatives in physician offices. Further, the past decade alone has seen significant company consolidation and legal/regulatory changes as well as the exponential rise in the importance of the Internet and social media. Thus, how the pharmaceutical industry markets its products has also adapted in the face of the ever-evolving external environment. Pharmaceutical and healthcare industry marketers must now work harder and smarter to maximize the potential of every product or service.

This text examines the current pharmaceutical marketing environment from both an academic and practical perspective. Given the internal and external changes throughout the pharmaceutical industry, this text is appropriate not only for those studying pharmacy practice or pharmaceutical marketing in an academic setting, but also for pharmaceutical industry professionals. Within each chapter, the reader will see clear learning objectives and key terms highlighted for their importance and the need for understanding. In addition, numerous “Case in Point” boxes are used to show practical, real-world examples of the various constructs and topics being discussed. Rarely do any of these marketing issues have one, clear-cut answer; thus, each chapter closes with discussion questions intended to provoke thought and bring about debate from an academic and practical perspective.
While specific medication and clinical knowledge and skills are at the core of the pharmacy profession, every new pharmacy school graduate theoretically enters the job market with these same capabilities and degree. Thus, while additional degrees, certifications, or residency training are beneficial, advanced knowledge of the healthcare system and pharmaceutical industry from a business and marketing perspective is needed in order to differentiate oneself in an increasingly crowded job market. For new industry professionals, particularly those with MBAs or other nonhealth professional degrees, the text provides the thorough overview necessary to allow you to hit the ground running from the first day of your new job at pharmaceutical manufacturer X or market research firm Y, further differentiating yourself in this highly competitive industry. In the end, *Pharmaceutical Marketing* should provide you, the reader, with a deep understanding of the current pharmaceutical industry, its marketing environment, and the challenges of the environment. In turn, this understanding can help you succeed in your career, regardless of the place in the healthcare system or pharmaceutical industry in which you work.
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