

Ecole des Hautes Etudes Commerciales



This dissertation is submitted in partial fulfillment of the requirements for the master's degree in Business Sciences

Major: Marketing

**THE EFFECTIVENESS OF THE COMMUNICATION
STRATEGY DURING THE LAUNCH OF A NEW
PHARMACEUTICAL PRODUCT
THE CASE OF STRATAN® OF EL KENDI LABORATORIES**

Submitted by:

Miss Bouchra BENTOURA

Supervised by:

Mr. Hicham BABA AHMED

Associate professor

10th Promotion

June 2023

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Abstract

The pharmaceutical sector in Algeria holds significant importance as it plays a crucial role in ensuring access to quality healthcare for the population. However, the country has been facing challenges due to high dependency on imported drugs, resulting in a substantial import bill. To address this issue, the Algerian government has been actively taking steps to improve the local pharmaceutical market and limit importations. One of the key strategies is to promote the development of a robust generic drug market. The government has implemented policies to encourage the production and use of generic medications, aiming to reduce healthcare costs and enhance affordability.

In this context, launching a new pharmaceutical product holds immense importance for both the government's objectives and the pharmaceutical companies operating in Algeria. The successful introduction of a new product is a crucial step for companies as it allows them to expand their product portfolio, increase market share, and contribute to the growth of the local pharmaceutical market.

Furthermore, alongside the crucial step of launching a new pharmaceutical product, implementing an effective communication strategy is paramount to ensure its success in the market.

In the following work, we will analyze the communication strategy employed by EL KENDI laboratories during the introduction of their new product, Stratan®.

Keywords:

Pharmaceutical sector, generic drug, new product launch, pharmaceutical product launch, Communication strategy.

Résumé

Le secteur pharmaceutique en Algérie occupe une importance considérable car il joue un rôle crucial dans l'assurance de l'accès à des soins de santé de qualité pour la population. Cependant, le gouvernement algérien est confronté à des difficultés liées à sa forte dépendance à l'égard des médicaments importés, ce qui se traduit par une facture d'importation considérable. Pour résoudre ce problème, il a pris des mesures actives pour améliorer le marché pharmaceutique local et limiter les importations. L'une des principales stratégies consiste à promouvoir le développement d'un marché des médicaments génériques solide. Le gouvernement a mis en place des politiques visant à encourager la production et l'utilisation de médicaments génériques, dans le but de réduire les coûts de santé et d'améliorer l'accessibilité.

Dans ce contexte, le lancement d'un nouveau produit pharmaceutique est d'une importance capitale, tant pour les objectifs du gouvernement que pour les entreprises pharmaceutiques opérant en Algérie. L'introduction réussie d'un nouveau produit est une étape cruciale pour les entreprises car elle leur permet d'élargir leur portefeuille de produits, d'augmenter leur part de marché et de contribuer à la croissance du marché pharmaceutique local.

De plus, aux côtés de l'étape cruciale du lancement d'un nouveau produit pharmaceutique, la mise en œuvre d'une stratégie de communication efficace est primordiale pour en assurer le succès sur le marché.

Dans le travail suivant, nous analyserons la stratégie de communication mise en œuvre par les laboratoires EL KENDI lors de l'introduction de leur nouveau produit, Stratan®.

Mots-clés:

Secteur pharmaceutique, médicament générique, lancement d'un nouveau produit, lancement de produit pharmaceutique, stratégie de communication.

ملخص

يحتل القطاع الصيدلاني في الجزائر أهمية كبيرة حيث يلعب دورًا حاسمًا في ضمان وصول السكان إلى رعاية صحية عالية الجودة. ومع ذلك، تواجه البلاد تحديات بسبب الاعتماد العالي على الأدوية المستوردة، مما يؤدي إلى زيادة فاتورة الاستيراد بشكل كبير. ولمعالجة هذه المشكلة، اتخذت الحكومة الجزائرية خطوات نشطة لتحسين السوق الصيدلاني المحلي وتقييد واردات الأدوية. واحدة من الاستراتيجيات الرئيسية هي تعزيز تطوير سوق الأدوية العامة. فقد قامت الحكومة بتنفيذ سياسات تشجع على إنتاج واستخدام الأدوية العامة، بهدف تقليل تكاليف الرعاية الصحية وتعزيز التوفر.

في هذا السياق، يحمل إطلاق منتج صيدلاني جديد أهمية كبيرة لأهداف الحكومة وللشركات الصيدلانية التي تعمل في الجزائر. إن إدخال منتج جديد بنجاح هو خطوة حاسمة للشركات حيث يسمح لها بتوسيع محفظة منتجاتها، وزيادة حصتها في السوق، والمساهمة في نمو السوق الصيدلاني المحلي.

بالإضافة إلى ذلك، وبجانب الخطوة الحاسمة لإطلاق منتج صيدلاني جديد، يعد تنفيذ استراتيجية اتصال فعالة أمرًا بالغ الأهمية لضمان نجاح المنتج في السوق.

في العمل القادم، سنحلل استراتيجية الاتصال المستخدمة من قبل مختبرات الكندي خلال إدخال منتجهم الجديد،
Stratan®.

الكلمات الرئيسية:

• القطاع الصيدلاني، الدواء العام، إطلاق منتج جديد، إطلاق منتج صيدلاني، استراتيجية الاتصال

Dedication

This message is filled with love and kindness,

To honor those special people who bring me joy and brightness.

Heartfelt gratitude to my parents, my pillars of support,

For their endless sacrifices, encouragement, and love apparent.

*In the loving memory of my dear grandfather and grandmother, whose spirits
shine on, cherished and tender, forever.*

To my brothers, the keepers of my heart: Ramzi, Said and Mohamed.

To my sisters from different mothers: Sihem, Ilhem, Farah, and Aridj.

To my beloved friends who have made this five-year journey truly amazing,

To my dearest ELITE & AIESEC friends.

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I would also like to extend my utmost respect and infinite gratitude to my supervisor, Mr. BABA AHMED Hicham, whose generous availability and invaluable guidance have made this dissertation possible.

I am sincerely grateful to the management and staff of EL KENDI for their warm welcome, willingness to share information and knowledge, and their unwavering support throughout my study. I want to sincerely thank my supervisors, Mr. BALEH Mehdi and Ms. SAIDI Imen, for always being there for me, giving me helpful feedback, guiding me, and sharing lots of valuable information with me.

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List of abbreviations

MA: Marketing Authorization

INN: International Non-proprietary Name

WHO: World Health Organization

R&D: Research and Development

QFD: Quality Function Deployment

CAs: Customers Attributes

EAs: Engineering Attributes

CPS: Critical Path Scheduling

DTx: Digital Therapeutics

INAPI: Algerian National Institute of Industrial Property

MSPRH: Ministry of Health, Population and Hospital Reform

AMA: American Marketing Association

AIDA: Attention, Interest, Desire, and Action

NGOs: Non-governmental Organizations

PR: Public Relations

CD: Consumer-direct

FDA: Food and Drug Administration

MIPP: Ministry of Industry and Pharmaceutical Production

NAPP: National Agency for Pharmaceutical Products

MLESS: Ministry of Labor, Employment, and Social Security

RD: Registration Decision

ADHD: Attention Deficit Hyperactivity Disorder

MAOI: Mono-amine Oxidase Inhibitor

OTC: Over the Counter

PME: Postgraduate Medical Education

AID: Awareness Interest Desire action

STP: Segmentation Targeting Positioning

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General Introduction

The pharmaceutical industry is very important worldwide. It helps advance medicine and brings economic benefits. By researching, developing, and producing new innovative medicines, it improves people's health and their overall quality of life. Pharmaceutical companies push the limits of science to find drugs, therapies, and treatments that save lives. This industry also helps the economy grow, creates jobs, and attracts investments. Its crucial role in tackling health issues and promoting innovation makes it a key part of global healthcare and a driving force for social and economic development.

The pharmaceutical sector in Algeria has a diverse landscape, encompassing local production, imports by foreign companies, and the presence of multinational corporations with local manufacturing facilities. The sector has experienced significant growth due to reforms that aimed to reduce reliance on imported medications and encourage the production of generic drugs within the country. These reforms have improved Algeria's ability to meet its own pharmaceutical needs and have created a more sustainable healthcare system. To continue developing the sector and fostering innovation, Algeria has made significant investments, such as promoting local production and expanding the manufacturing of generic drugs.

Pharmaceutical companies operate in a competitive sector and require a comprehensive marketing strategy to set themselves apart. Success in the industry relies on strategic communication, market positioning, and innovation.

In the changing environment of the pharmaceutical industry in Algeria, EL KENDI laboratory and other companies must adapt and innovate by bringing new products to the market. EL KENDI Pharmaceuticals, our internship placement, operates as a subsidiary of the esteemed Jordanian group MS Pharma, specializing in the production of generic medicines. With its remarkable achievements in terms of both production and sales of generic drugs, EL KENDI Pharmaceuticals stands at the forefront of the industry in Algeria.

Given this context, our scientific curiosity has prompted us to explore the enigmatic realm of pharmaceutical products, with a particular focus on the communication strategy involved in launching new drugs. This thesis will delve into the launch of the new medication Stratan® by EL KENDI pharmaceutical laboratories, the foremost generic company in Algeria.

Therefore, our work aims to address the following question:

- **How do pharmaceutical laboratories ensure an optimized communication for the launch of a new pharmaceutical product?**

To ensure a coherent approach to our work, we have broken down the main question into three sub-questions:

- 1- What are the different steps involved and how do pharmaceutical companies proceed to launch a new product?
- 2- How did EL KENDI communicate the launch of its new product, Stratan®, and what specific strategies or approaches were employed to effectively introduce the product and maximize its impact on the target audience?
- 3- Have the objectives set by EL KENDI for the launch of Stratan® been accomplished?

To address these questions, we will formulate working hypotheses that will serve as guides for our work:

H1: EL KENDI's launch of Stratan® is in line with theoretical references in the field, both in terms of the approach and the tools utilized.

H2: Given the distinct characteristics of medicines, the launch of a new medicine requires a specialized communication strategy to effectively introduce it and maximize its impact on patient outcomes.

H3: The objectives set for the introduction of Stratan® as a first generic in the market have been accomplished.

To address the research question mentioned earlier, we have implemented a specific methodology and utilized a range of tools:

Methodology:

- 1- Descriptive Approach: Our study involved providing a comprehensive description of STRATAN's communication strategy, aiming to offer a thorough overview of its key components and elements.
- 2- Analytical Approach: By analyzing the responses gathered from the questionnaire, we adopted an analytical perspective to gain insights and extract meaningful conclusions.

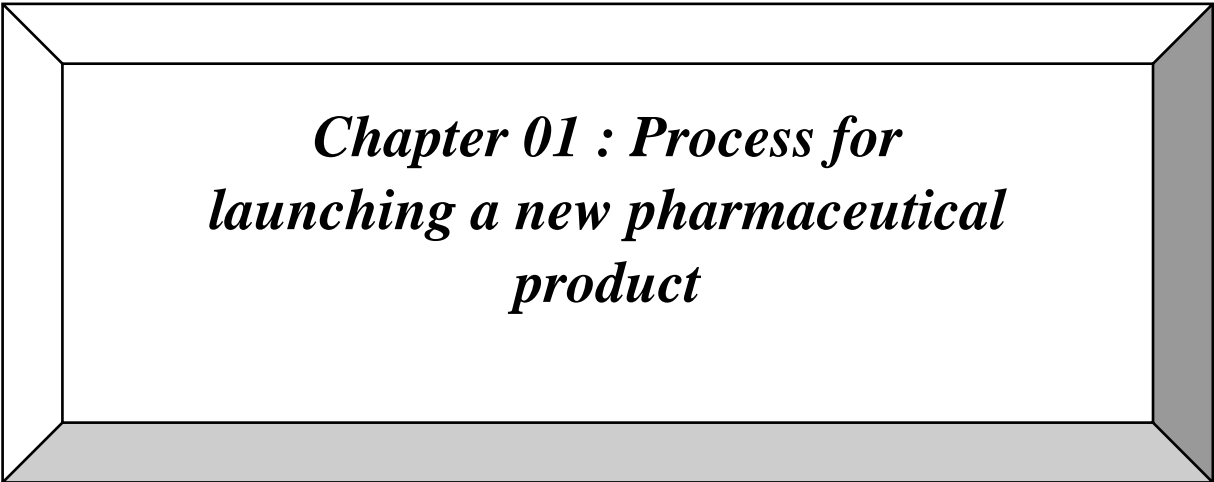
Tools:

- 1- Literature Review:** We conducted an extensive search of relevant literature, including books, academic papers, internal company documentation, press articles, articles published on the internet, websites, etc... This allowed us to establish a solid theoretical foundation for our study.
- 2- Questionnaire Development:** We designed a structured questionnaire to collect data and insights from a relevant sample. This enabled us to obtain valuable information aligned with our research objectives and further enrich our analysis.

In the initial chapter of our study, we focused on the unique aspects of the new product launch process, which was divided into three distinct sections. The first section provided an overview of general concepts related to pharmaceuticals, shedding light on their nature and characteristics. The second section delved into the intricacies of launching new products, exploring the various stages and considerations involved. Lastly, the third section concentrated specifically on the process of launching a pharmaceutical product.

In the second chapter, we provide an overview of the theoretical foundations of communication strategy. The first section addresses pharmaceutical marketing, while the second section discusses communication structure. Finally, the third section focuses specifically on specialized pharmaceutical communication.

In the third chapter titled "Analysis of Stratan®'s communication strategy," our focus is on the launch of STRATAN®, which is the main subject of our study. The first section provides an overview of the pharmaceutical market and introduces the host entity. In the second section, we delve into the marketing and communication strategy implemented for the launch of Stratan®, examining its key elements and approaches. Finally, to conclude the chapter, we conducted a field survey using a questionnaire to gather insights on the market position of Stratan®.



***Chapter 01 : Process for
launching a new pharmaceutical
product***

Introduction:

The pharmaceutical industry plays a crucial role in improving global public health as it develops and manufactures drugs and other products that can effectively treat and cure a wide range of illnesses, where the availability of essential medications produced has helped to improve the quality of life for millions of people worldwide, making it a vital part of modern healthcare systems. This activity is carried out by pharmaceutical companies.

In today's era of worldwide competition, incorporating marketing into a company's structure has become indispensable. And it is known that the pharmaceutical sector is a highly competitive industry, as many companies strive to develop innovative drugs and gain market share. One of the ways companies are facing their competitors is by introducing products into the market, and this needs to follow a set of steps to make sure of the success of the launch of the new drug.

The purpose of this chapter is to present the process of launching a new drug, as a highly important pharmaceutical product, therefore; and in a first place; we are going to present the drug itself and its characteristics, as it differs significantly from other types of products. After we will proceed to the launch process of a new product, taking into consideration the crucial importance of this latter in the success of the product in the market and all the factors that can lead to its failure or success. Finally, we conclude our chapter by specifying the type of products. As stated before, drugs are not considered like other products which leads us to speak about its specific launch process, how both originator and generic drugs are introduced into the market, without neglecting the strategies adopted by the laboratories in order to face the competitors.

Section 01: General concepts about drugs

Pharmaceuticals products are products that are used to maintain or improve health and well-being; they include a wide range of products such as drugs, vaccines, medical devices, diagnostic agents, and other healthcare products.

In the course of our work, we will focus on the drug as one of the core pharmaceutical products, on its definition and on its general concepts.

1 Definition and particularities of drugs

1.1 What is a medicine ?

The definition of a medicine, also known as a drug; is common to all the countries of the European Union and is therefore essential because it determines a large part of the rules that apply to medicines in Europe, in particular the Marketing Authorization (MA) for pharmaceutical products.¹

Any substance or composition represented as having curative or preventive properties regarding human or animal diseases, as well as any substance or composition that may be used in or administered to humans or animals, with a view to making a medical diagnosis or to restoring, correcting or modifying their physiological functions by exerting a pharmacological, immunological or metabolic action.²

Medicines are products intended to prevent diseases, to treat them and sometimes, even to detect them.³

Substance or preparation administered in order to establish a medical diagnosis, to treat or prevent a disease, or to restore, correct or modify organic functions.⁴

The medicine treats, cures or prevents diseases, from the simplest to the most severe.⁵

1.2 Particularities of drugs

- It is an active product necessary for health, but which may involve risks.
- It has a particular method of financing.

¹ [Qu'est-ce qu'un médicament ? \(sante.gouv.fr\)](https://www.sante.gouv.fr) (consulted the 2023/03/22 at 10.47)

² [Article L5111-1 - Code de la santé publique - Légifrance \(legifrance.gouv.fr\)](https://www.legifrance.gouv.fr) (consulted the 2023/03/22 at 10.00)

³ [Qu'est-ce qu'un médicament ? - VIDAL](https://www.vidal.fr) (consulted the 2023/03/22 at 10.19)

⁴ [Définitions : médicament - Dictionnaire de français Larousse](https://www.larousse.fr) (consulted the 2023/03/22 at 10.25)

⁵ [Les Entreprises du Médicament - Qui sommes-nous ? | Leem](https://www.leem.fr) (consulted the 2023/03/22 at 10.49)

- It is an industrial product that is manufactured by companies whose profitability must assume costly high-level research.
- It has a public health purpose: it is a regulated product that is not subject to the same laws of supply and demand as an everyday consumer product.¹
- Medicines are subject to strict regulations and are manufactured and made available to professionals and patients under strict supervision.²

2 Drug classification

Medicines are products used for a specific purpose and by different medical specialities that can be classified in various ways based on different criteria. Here are some of the common classifications of medicines:

2.1 International Non-proprietary Name (INN)

International Non-proprietary Names INN is a system for the classification of drugs based on their active ingredient, it is assigned by the World Health Organization (WHO) and is used as a common, non-proprietary name for drugs worldwide to facilitate its identification. A non-proprietary name is also known as a generic name.³

2.2 Classification by therapeutic action

Classification by therapeutic action is a system commonly used in health care institutions to organize, classify, and identify drugs according to their therapeutic properties.

3 Different names of drugs

Depending on the classification of drugs that we have seen:

3.1 The scientific name

Also known as the chemical name, a scientific name of a medicine is a unique and precise name that describes the chemical structure of the drug molecule.

¹ SERRE (MP) and WALLET-WODKA (D) : Le marketing des produit de santé, édition Dunod, 2014, p.210.

² <https://sante.gouv.fr/soins-et-maladies/medicaments/le-bon-usage-des-medicaments/article/qu-est-ce-qu-un-medicament> (consulted the 2023/03/23 at 11.02)

³ [https://www.who.int/teams/health-product-and-policy/standards/inn#:~:text=International%20Nonproprietary%20Names%20\(INN\)%20facilitate,known%20as%20a%20generic%20name](https://www.who.int/teams/health-product-and-policy/standards/inn#:~:text=International%20Nonproprietary%20Names%20(INN)%20facilitate,known%20as%20a%20generic%20name) (consulted the 2023/04/03 at 12.14)

3.2 The international non-proprietary name INN

Also known as the generic name, a non-proprietary name is a unique, simple and official name that is globally recognized and is public property.

3.3 The commercial name

Also known as the brand name or trade name, the commercial name is the memorable, easy to pronounce name given by the drug manufacturer to a specific drug.

4 The intellectual property of the drug

In the pharmaceutical sector, intellectual property is one of the fundamental elements in the development of innovation, where patents and trademarks are two intellectual property titles of major importance for drug companies¹:

4.1 The patent

By definition, a patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.²

A medicine patent is an intellectual property right granted by the government to a pharmaceutical company to protect its invention of a new medicine for a specific period generally determined by the laboratory itself, during this period; only the inventing laboratory can manufacture, distribute, and sell temporarily the medicine. By the expiration of intellectual property right, we say that the invention; in this case the drug, fall into the public domain and the original drug legally can be copied by other laboratories, it is the generic drug.

4.2 The brand

By definition, a product or services' brand is a sign used to distinguish the products or services of a natural or legal person from those of other natural or legal persons.³

It is also a name, term, sign, symbol, design, or any combination of these elements used to distinguish goods or services of a seller or a group of sellers and differentiate from the competitors.⁴

¹ <https://www.leem.org/le-brevet-et-la-marque-deux-precieux-sesames> (consulted the 2023/03/27 at 11.37)

² <https://www.wipo.int/patents/en/> (consulted the 2023/03/29 at 12.24)

³ L711-1 article <https://www.legifrance.gouv.fr/> (consulted the 2023/03/29 at 12.45)

⁴ VIOT Catherine : Mémentos LMD, Le marketing, 6^e édition, édition Gualino, 2018, p.147

In the pharmaceutical field, the name of the drug is traditionally considered by the patient as a guarantee of origin and quality of the product that bears it compared to competitors' products.

5 The life cycle of a drug

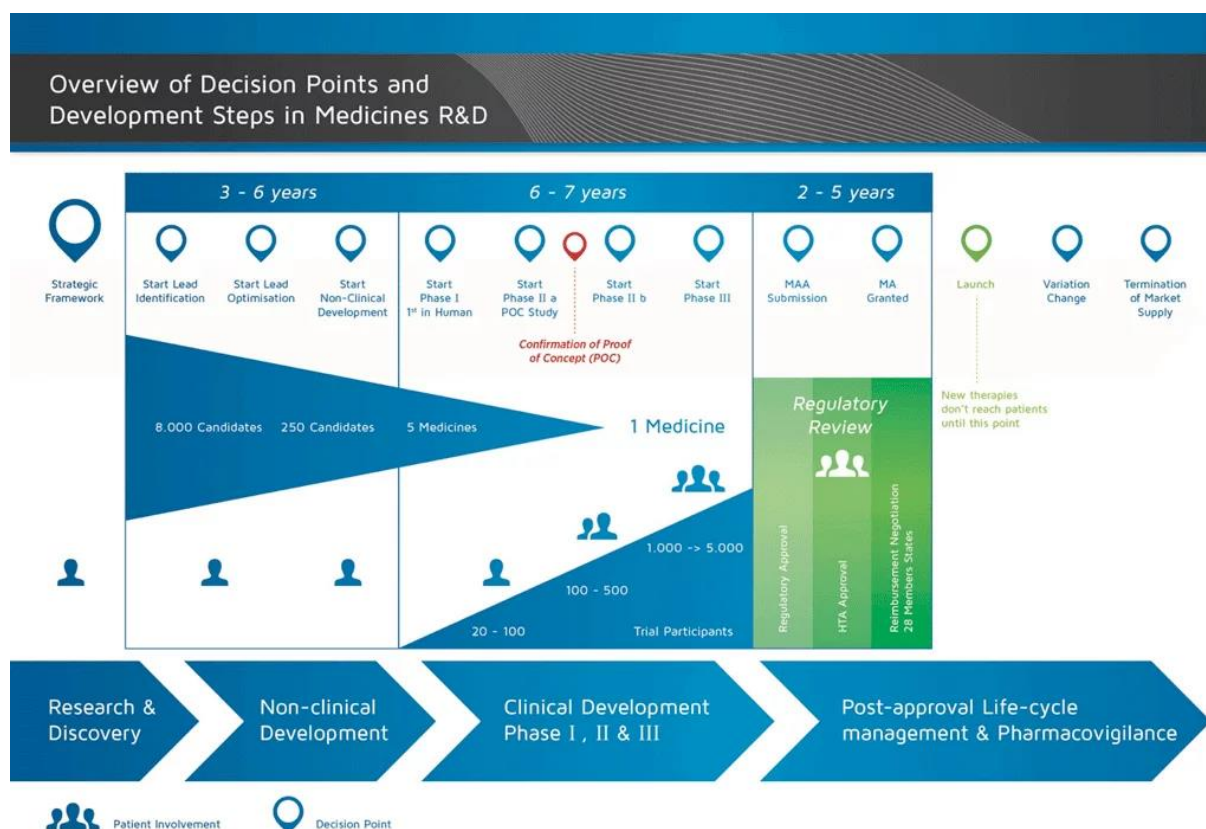
The life cycle of a medicine refers to the different stages that a drug goes through, “it takes place largely before it is available on the market, from the discovery of the molecule”¹ the process typically involves the following stages ²

- 1st phase: it takes from 2 to 4 years, which includes the search for new molecules.
- 2nd phase: it takes from 4 to 8 years, which is broken down into three steps:
 - Preclinical development: where researchers conduct tests and studies to determine the safety and efficacy of the drug in animals.
 - Clinical development: this stage involves testing the drug in humans to determine its safety and efficacy. Clinical trials are typically conducted in three phases, each of which involves a larger number of participants than the previous one.
 - The marketing authorisation: a legal authorization delivered by the regulatory authorities following well-defined standards and procedures.
- 3rd phase: it takes from 8 to 12 years, mainly to manufacture and market the drug.

¹ SERRE (MP) and WALLET-WODKA (D): op.cit, p.217.

² HADANNOU, HAOUCHE (M) and KAID (Y) : Analyse stratégique du secteur du médicament en Algérie, Mission stratégie terrain, master 2 entrepreneur major, Algerian Business School (ESAA), 2009, p.48.

Figure 1: The life cycle of a drug



Source: Making a medicine. Step 10: Life-cycle management, published by EUPATI, consulted on 03/04/2023 at 9:57

6 Generic and originator drugs

Both generic and originator drugs are available on the market to treat or prevent a disease, and to understand the difference between them; we need to be aware of the components of each one.

6.1 The components of a drug

6.1.1 The active substance

the molecule of the drug that gives it its curative or preventive properties¹. Any component that provides pharmacological activity or other direct effect in the diagnosis, cure, mitigation, treatment, or prevention of disease, or to affect the structure or any function of the body of man or animals.²

¹ <https://ansm.sante.fr/qui-sommes-nous/notre-perimetre/les-medicaments/p/medicaments-princeps#title> (consulted the 2023/04/03 at 10.33)

² <https://www.fda.gov/drugs/drug-approvals-and-databases/drugsfda-glossary-terms> (consulted the 2023/04/03 at 10.42)

6.1.2 Excipients

non-therapeutic elements that are used in the composition of a drug or in its fabrication. Its role is to improve the appearance or taste, ensure preservation, and facilitate the formatting and administration of the drug. It is also used to transport the active ingredient to its site of action and to control its absorption by the body.¹

And here comes the difference between an original and a generic drug.

6.2 Original drugs

An original drug, also known as a brand-name drug or an innovator drug is the first version of a drug to be developed and brought to market by a pharmaceutical laboratory. For a period, it is protected by a patent that prevents any other manufacturer from copying it²

6.3 Generic drugs

A generic medicine is a medicine that is developed to have the same effect as a medicine that has already been authorised. Its authorisation is based on efficacy and safety data from studies on the authorised medicine. A company can only market a generic medicine once the patent's exclusivity period for the original medicine has expired³

To sum up:

- An original drug can be copied by other laboratories only once the patent period has expired.
- One brand-name drug can have multiple generic drugs.
- Both original and generic drugs contain active and inactive components “excipients”, the active component is the same, as both contain the same chemical substance contrary to the inactive components that may differ.

¹ <https://www.vidal.fr/medicaments/utilisation/prendre-traitement/excipients-effet-notoire.html> (consulted the 2023/04/03 at 10.29)

² <https://www.hug.ch/pharmacologie-toxicologie-cliniques/medicament-generique-c-est-quoi#:~:text=Un%20m%C3%A9dicament%20original%20est%20la,autre%20fabricant%20de%20le%20copier> (Consulted the 2023/04/03 at 10.46)

³ <https://www.ema.europa.eu/en/glossary/generic-medicine> (consulted the 2023/04/03 at 11.00)

7 The price of generic drugs

Because the active ingredient is already known and tested, the producing laboratories do not need to invest in research and development; generic drugs are therefore on average 30% less expensive than brand-name drugs.¹

One of the reasons for the price difference between generic and brand-name drugs is what was mentioned before about the very high research and development costs that precede the marketing of a new drug, these costs do not exist for generic manufacturers, which allows them to sell at a lower price.

Section 02: The launch of a new product

Each product has its own life cycle which starts with the launch phase, the growth phase, the maturity phase and ends with the decline phase, and understanding the life cycle of a product is essential for businesses looking to develop, market, and sell products effectively.

In this section, we will focus more on the launch step as the first and one of the most important phases in the launch process of a product.

1 Definition of a new product

The product is at the heart of the offer. Very often, the dominant companies on a market are distinguished by specific products.²

A product is a set of physical or objective characteristics and perceptual or subjective characteristics.³

KOTLER defines a product as: *“anything that can be offered to a market for attention, acquisition, use or consumption. It includes physical objects, services, personalities, place, organizations, and ideas.”*⁴

¹ <https://www.vidal.fr/medicaments/utilisation/medicaments-generiques/medicaments-generiques-moins-chers.html> (consulted the 2023/04/03 at 11.12)

² KOTLER (P) and KELLER (KL): Marketing management, 15^e édition, édition Pearson, 2016, p.446

³ CHOFFRAY (JM) and AKOKA (J) : la naissance d'un produit nouveau, french management review, march-april 1980, p.12

⁴ Ibid. p.447

A new product can be whether¹

- New products range from completely new items that create an entirely new market at one end.
- A product that may introduce minor improvements or revisions of existing products to improve or extend its features.

Most of the products called "new" are in fact new versions, adaptations, or improvements of existing products²

2 The importance of introducing new products on the market

In today's fast-paced and constantly evolving market, companies are always looking for new ways to stay competitive and profitable.

Several factors can lead the company to enlarge its portfolio: we state the following:³

- Restore the margin: companies are always searching for ways to improve their profit margins and even if the cost of new products is high; but its selling price is even higher.
- Re-boosting the demand in the saturated markets: by prematurely expiring the products possessed by consumers, the company incites the latter to an anticipated repurchase.
- To defend against large-scale distribution: innovation is a reaction of producers to the competition of the large-scale distribution as it allows them to maintain a competitive advantage built on the differentiation.

Thus, companies can aim to achieve many goals through the launching a new product:

- Launching new products on a regular basis to cope with the "destructive creation" of technological change.⁴
- Transform the company's resources and skills into financial revenues.⁵
- Develop and acquire new tangible and intangible assets, including new patents, technologies and know-how.⁶

¹ KOTLER (P), KELLER (KL) and others: marketing management, 13^e edition, Pearson one edition, 2009, p.538

² VIOT Catherine: op.cit., p.134

³ VIOT Catherine: op.cit., p.134.135

⁴ Schumpeter (J), the Theory of Economic Development. Cambridge: Harvard University Press (New York: Oxford University Press), 1961.

⁵ Maidique (M), Zirger (B): The new product learning cycle. Research Policy, 1985, p.14.

⁶ Brown (S), Eisenhardt (K): Product development: past research, present findings, and future directions. Academy of Management Review, 1995, p.20

- A way to adapt to the evolutions, mutations and changes in the technological and competitive environment. ¹

3 Process for launching a new product

According to Philip KOTLER, the steps of the process for launching a new product are as follow: ²

3.1 First step: emergence of ideas

The new-product development process starts with the search for ideas as this is the core element of any product.

- We say that the strategy adopted by the company to innovate is “*market pull*” when the source is the market: companies develop new products or services based on the needs or demands of the market. This means that companies search for the need on the market, once detected; they start investing to develop products or services to meet those needs.
- On the other hand, when the source of the innovation is the effort of the (R&D) we are talking about the “*technology push*” strategy, in which; companies develop new products or services based on the capabilities of new or emerging technologies. This means that companies look at the latest technological advances and then try to develop products or services that make use of those technologies.

Marketing is at the very heart of these two approaches and must be able to combine the two for each innovation. It has a triple role: ³

- Gather technical information from R&D managers and market information from salespeople.
- Define the best marketing mix for each innovation.
- Launch the innovation at the best time and under the best conditions.

Different sources of ideas

- **Employees:** employees can be an excellent source of ideas for a company, as they are often closest to the day-to-day operations of the business and may have unique insights

¹ Capon (N), Farley (J), Lehmann (D), Hulbert (J): Profiles of product innovators among large U.S. manufacturers. Management Science, 1992, p.32

² KOTLER (P) and KELLER (KL): op.cit, page.489-

³ VAN LEATHEM (N): toute la fonction marketing, DUNOD edition, Paris, 2005, p.[check](#)

into how to improve products and services. Companies can generate new ideas by putting systems in place to stimulate feedback and develop an entre-preneurial spirit. Top management can be another major source of ideas.

- **Outsiders:** encouraged by the open innovation movement, many firms are going outside their bounds to tap external sources of new ideas, including customers, scientists, engineers, patent attorneys, university and commercial laboratories as they can bring fresh perspectives, new expertise, and innovative solutions to business challenges.
- **Competitors and retailers:** Competitors and retailers can be a valuable source of ideas for businesses. By studying their operations, products, and customer feedback, businesses can gain insights into the market landscape, identify gaps in the market, and discover new trends.
- **Adopting creativity techniques:** In addition to these sources of information, companies often try to stimulate the emergence of new ideas through systematic techniques such as the internal brainstorming sessions that can be quite effective.

3.2 Second step: Idea Screening

After collecting as many new ideas as possible during the first step; the goal of any company in the second step is to reduce the number of ideas by the idea screening which is the process of evaluating and analyzing potential ideas to determine their feasibility, potential profitability, and alignment with organizational goals.

In screening ideas, the company must avoid two types of errors:

- **A DROP error:** this type of mistakes happens when the company rejects a good idea due to a bad diagnostic ¹ the same idea that can be developed later by the competitors.
- **A GO error:** this type occurs when the company decides to invest in the development and the commercialization of a poor idea.

¹ VIOT Catherine: op.cit., p.135

3.3 Third step: concept development and testing

- **Concept development:**

A concept is an idea worked out and deepened under a marketing angle by answering the following questions: who, when why and how will the product be used. One idea can be the starting point of multiple concepts depending on the target. ¹

This implies defining:

- The target of the new product; from a use rather than a purchase perspective.
- Proposals given to customers and the benefits they will gain.
- The product attributes that drive these benefits

- **Concept test:**

After defining the concept, this latter should be tested to measure its value among the target audience. The concept test is mainly presenting the product concept to target consumers, physically or symbolically, and getting their reactions and feedback about that it before it is fully developed and launched.

The only condition for a concept test to be reliable is the degree to which the concept resembles the final product: the more similar the tested concept is to the final product, the more reliable and dependable the concept test is.

3.4 Fourth step: marketing strategy development

After the test is successfully done and the concept is validated; the next step is to develop a three-part strategy plan for introducing the new product into the market ²

- 1st part: it describes the target market's size, structure, and behaviour; the planned brand positioning; and the sales, market share, and profit goals sought in the first few years.
- 2nd part: it outlines the planned price, distribution strategy, and marketing budget for the first year.
- 3rd part: it tackles the long-run sales and profit goals and marketing-mix strategy over time.

¹ VIOT Catherine: op.cit., p.137-138

² KOTLER (P) and KELLER (KL): op.cit, page.471

3.5 Fifth step: business analysis

After developing the product concept and marketing strategy, the next step state to evaluate the proposal's business attractiveness, its financial potential and operational impact, sales, cost, and profit projections, and based on that; determine whether the product is viable and worth pursuing. If it does, the concept can move to the development stage.

- **Estimating total sales:** sales estimation of a new product is difficult. It is based on the analysis of sales of similar products and on the surveys of customers, sellers and experts. Total estimated sales are the sum of estimated first-time sales, replacement sales, and repeat sales. Sales-estimation methods depend on whether the product is purchased once, infrequently, or often.
- **Estimating costs and profits:** costs are estimated by the R&D, manufacturing, marketing, and finance departments.

The top management will consider these different elements to decide the future of the new product project:

- The maximum investment, which is the highest negative value of the period.
- The year in which the payback is reached, which is the period needed to recover the investment.
- The break-even point: the quantity that must be sold at a given price to cover the costs. The higher the breakeven point (in proportion to the potential market), the more the risky the launch.

3.6 Sixth step: product development

The job of translating target customer requirements into a working prototype is helped by a set of methods known as *quality function deployment* (QFD). The methodology takes the list of desired customer attributes (CAs) generated by market research and turns them into a list of engineering attributes (EAs) that engineers can use.

- **Physical prototypes:** The goal of the R&D department is to find a prototype that embodies the key attributes in the product-concept statement, performs safely under normal use and conditions, and can be produced within budgeted manufacturing costs. Decision is to be made after a collaboration of the marketers and R&D to find what attributes consumers seek and how consumers will react to different colors, sizes, and weights.

- **Customer tests:** When the prototypes are ready, they must be put through rigorous functional and customer tests before they enter the marketplace. Alpha testing tests the product within the firm to see how it performs in different applications. After refining the prototype further, the company moves to beta testing with customers.

3.7 Seventh step: market testing

After management is satisfied with functional and psychological performance of the product, the latter is ready to be branded with a name, logo, and packaging. Some companies decide to commercialize the product, and some proceed for a market test before the official launch of the product.

What decision should be made after a test market? The answer to this question depends on the observed values for trial and re-purchase rates, many scenarios can occur:

- The trial and re-purchase rates are high: the product is ready to be launched.
- The trial rate is high, but the re-purchase rate is not: customers are not satisfied; the product needs to be changed.
- The trial rate is low, but the re-purchase rate is high: the product is satisfactory, but not sufficiently tried; the launch plan should be improved.
- Both rates are low: the product seems destined to fail.

3.8 Eighth step: commercialization

Commercialization incurs the company's highest costs to date ¹ Too often companies are so focused on developing a new product that they neglect to spend adequate time developing a winning marketing launch program ²

Overall, the decision to launch calls for four questions: when? where? with whom? to whom?

- **When “timing”:** if a company has almost completed the development work on its new product and learns that a competitor is about to complete its development work. The company is faced with three choices:

First entry: the first firm entering a market usually enjoys the “first mover advantages” of locking up key distributors and customers and gaining leadership.

¹ CHANDY (R) and others: « de l'invention à l'innovation : la capacité de la conversion en développement du produit », marketing research journal, theft 43, august, 2006, p 494-508

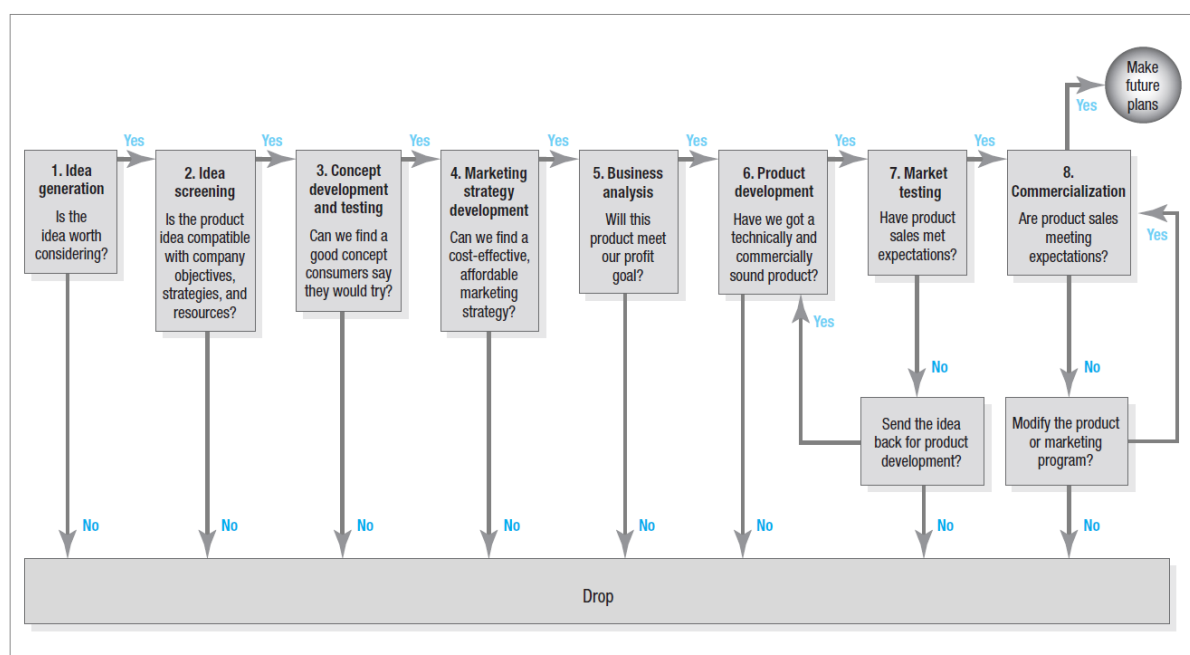
² Joan Schneider and Julie Hall: “Why Most Product Launches Fail,” Harvard Business Review, April 2011, pp. 21–23.

Parallel entry: the firm might time its entry to coincide with the competitor's entry, the market may pay more attention when two companies are advertising the new product.

Late entry: the firm might delay its launch until after the competitor has borne the cost of educating the market, and its product may reveal flaws the late entrant can avoid.

- **Where “geographic strategy”:** companies proceed to plan for market rollout over time, which refers to the process of launching a product or service into a new market or geographic region, taking in count several criteria: market potential, the company's local reputation, the cost of filling the pipeline, the cost of communication media, the influence of the area on other areas, and competitive penetration.
- **To whom “target-market prospects”:** within the rollout markets, the company must target initial distribution and promotion to the best prospect groups. Ideally these should be early adopters, heavy users, and opinion leaders it can reach at low cost. The aim is to generate strong sales as soon as possible to attract further prospects.
- **How “introductory market strategy”:** Because new product launches often take longer and cost more than expected, many potentially successful offerings suffer from underfunding. It's important to allocate sufficient time and resources (yet not overspend) as the new product gains traction in the marketplace. Alongside with using network-planning techniques such as critical path scheduling (CPS), which develops a master chart showing the simultaneous and sequential activities that must take place.

Figure 2: A summary of the steps involved in launching the new product



Source: KOTLER (P) and KELLER (KL): Marketing management, 15th edition, Pearson edition, 2016, p.460

4 Success and failure factors that can influence the launch process

Launching a new product can be an exciting opportunity for businesses to grow and expand their offerings, but it also comes with inherent risks. The success or failure of a new product launch can have significant implications for a company's reputation, financial performance, and long-term growth prospects. Therefore, a set of marketing factors needs to be controlled in order to ensure a well-organized and a successful launch.

Urban and Hauser, along with FINK developed the new product performance model, which identifies the potential causes of new product failure¹

URBAN and HAUSER:

- Small market
- Non anticipated environment change
- Insufficient return on investment
- Service with no real benefit to the client
- Wrong positioning of the new product
- Changes in the need of the customers
- Prediction error
- Lack of channel support
- distribution channels
- Organizational problems

FINK:

- Overly competitive market
- Insufficient market research before the launch
- Service that does not bring anything new or different.
- Negligible benefits to customers
- Inadequate communication and promotion strategy
- Sales force insufficient or poorly trained

¹ CHAPELET (B) and MANGIONE (C) : Le lancement d'un produit nouveau, organisation Editions, Paris, 1995, p.126

Moreover, FINK focused on five (05) variables that determine the success of a new service: ¹

- Synergy with the marketing competences of the company.
- Synergy with the technical and industrial competences.
- The high quality of the service.
- The importance of the benefits brought to the customers.
- The adequate choice of target markets and pricing strategies.

In other respects, the causes of failure can be grouped into three (03) families:

- The one related to the added value delivered to the customer.
- The one related to the market structure.
- The one related to the company's performance.

We can also group conditions of success according to:

- The added value delivered to the customer.
- The performance of the company.

Section 03: Process of launching a new pharmaceutical product

1 The different strategies adopted by the pharmaceutical laboratories

In today's competitive business landscape, companies must adopt strategies to face their competitors to ensure their long-term success. Without a clear plan to differentiate themselves and stand out from their competitors, businesses risk being left behind in a crowded market. By developing competitive strategies, companies can identify their unique selling points, leverage their strengths, and minimize their weaknesses. These strategies may include investing in research and development to innovate new products or services, implementing cost-cutting measures to offer competitive pricing, or focusing on exceptional customer service to build brand loyalty. Ultimately, adopting strategies to face competitors is crucial for businesses to remain relevant and thrive in a rapidly evolving marketplace.

The pharmaceutical sector is extremely competitive, with an ongoing need for new and creative products to fulfil the demands of patients and healthcare providers. Pharmaceutical

¹ Ibid, p.126

laboratories are constantly attempting to implement a variety of strategies to effectively develop, market, and distribute their products in order to stay ahead of the curve.

1.1 Blue ocean strategy

- **Presentation of the “Blue Ocean Strategy”**

Laid out in 2005 by W. Chan Kim and Renée Mauborgne in their book **Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant**; this strategy turns the theoretical foundations of strategic business innovation upside down.

The Blue Ocean model redefines the classic way of representing development strategies, as its authors Kim and Mauborgne identify two types of markets in which economic stakeholders operate: ¹

- **“Red Ocean”**: a term that refers to a saturated and an overcrowded market with numerous competitors and a significant requirement for companies to compete strongly with one another to increase their market share. The red color represents rivalry and competition, as well as the suppliers, clients, and purchasing agents who seek to increase their own profit margins, market shares, or other profitability metrics.
- **“Blue Ocean”**: a term that represents a new, untapped market space where demand is created rather than competed for, allowing businesses to achieve profitable growth without the constraints of traditional competition.

The concept of the blue ocean strategy is mainly to assist and help companies create new markets or “blue oceans” with unmet demand and growth potential, rather than competing in overcrowded and fiercely contested markets or “red oceans.” The strategy encourages businesses to shift their focus from outperforming their competitors to creating a new market space that is uncontested, and where they can offer unique value to customers.

“Competing in overcrowded industries is no way to sustain high performance. The real opportunity is to create blue oceans of uncontested market space.” by W. Chan Kim and Renée Mauborgne ²

¹ PICHERE (P) and FEYS (B): Blue Ocean strategy concept: achieve success through innovation and make the competition irrelevant, published by 50MINUTES.COM, 2015, p.03-04

² Harvard Business Review <https://hbr.org/2004/10/blue-ocean-strategy> (consulted the 2023/04/16 at 14.20)

According to the ocean blue strategy, a company should focus on making the competition irrelevant by providing value for its consumers in a new market rather than competing in an existing market. This alternative approach of thinking is known as "value innovation," and it focuses on value creation and innovation.¹

- **“Value Innovation”**: The key to moving from a red ocean to a blue ocean is innovation. However, innovation based purely on technology is not enough.² And here the concept of value innovation was first introduced by the two authors Kim and Mauborgne. In red oceans, companies try to face the competition by creating competitive advantages, however; in blue oceans; companies try to make the competition irrelevant itself by creating a value to the consumers and thereby securing a larger part of the market, and this is the concept of a value innovation. In blue oceans, value innovation is just as crucial and important as competitive advantage is in red ones.

Companies must comprehend the conceptual distinctions and underlying models that set market competition actions, or what we refer to as red ocean strategy, apart from market creation actions, or what we refer to as blue ocean strategy, this difference can be achieved when the companies start creating the value innovation that focuses on two important pillars, value and innovation, given that ensuring the profit and a strong position in the market for a long term can be reachable only when companies succeed to combine innovations and values which in the ultimate basis of the value innovation and the blue ocean strategy. Thus, this new demand-generating innovation must necessarily bring value to the both parties, for the company in terms of profitability and the customers in terms of utility and usefulness.

The following figure highlights the key differences between the red and blue ocean:

¹ IASONAS (L): red oceans VS blue oceans strategies, university of Piraeus, 2011, p74

² PICHERE (P) and FEYS (B): op.cit, p.07

Red Ocean Strategy Focus on current customers	Blue Ocean Strategy Focus on noncustomers
• Compete in existing markets	• Create uncontested markets to serve
• Beat the competition	• Make the competition irrelevant
• Exploit existing demand	• Create and capture new demand
• Make the value-cost trade-off	• Break the value-cost trade-off
• Align the whole system of a firm's activities with its strategic choice of differentiation <u>OR</u> low cost	• Align the whole system of a firm's activities in pursuit of differentiation <u>AND</u> low cost

Figure 3: Blue VS red ocean strategy

Source: <https://www.business-to-you.com/blue-ocean-strategy/> (consulted the 2023/04/16 at 20.30)

- **The blue ocean strategy in the pharmaceutical industry**

As any other sector, the pharmaceutical industry is continually changing, and with this evolution comes new opportunities for growth and innovation. Three specific areas within this industry can be addressed to create more blue ocean opportunities, we state, the increasing digitization of pharmaceutical processes, increasing personalized medicine, and more accurate data insights: ¹

Digital therapeutics: Digital therapeutics (DTx) is a rapidly emerging field within the healthcare industry that has the potential to create a blue ocean opportunity for pharmaceutical companies. DTx refers to the use of evidence-based therapeutic interventions driven by software to prevent, manage, or treat a medical disorder or disease without the need to use traditional drugs or medical devices.²

¹ <https://www.bluenovius.com/pharma-marketing-trends/the-blue-ocean-strategy-in-the-pharmaceutical-industry/> (consulted the 2023/04/17 at 16.37)

² [https://edps.europa.eu/press-publications/publications/techsonar/digital-therapeutics-dtx_en#:~:text=Digital%20Therapeutics%20\(DTx\)%20are%20evidence.have%20a%20proven%20clinical%20enefit](https://edps.europa.eu/press-publications/publications/techsonar/digital-therapeutics-dtx_en#:~:text=Digital%20Therapeutics%20(DTx)%20are%20evidence.have%20a%20proven%20clinical%20enefit) (consulted the 2023/04/17 at 17.03)

Novel sources of patient information: Patient data will have a significant impact on the development of pharmaceuticals and healthcare practices. By using innovative sources of patient information, healthcare providers can gain a fresh perspective on patients' health and behaviour, enabling them to make more informed decisions and administer more effective treatments. This can result in better patient outcomes and increased satisfaction among patients.

Monitoring patients through digital elements: the use of digital elements like wearable technology and smartphones during the monitoring of patients can help healthcare providers gain new insights into their patients' health and behaviour. As this approach can be seen as a blue ocean strategy in the healthcare industry.

Improving precision medicine: Precision medicine is an approach to healthcare that involves tailoring medical treatments and interventions to individual patients based on their unique genetic, environmental, and lifestyle factors. Many experts believe that precision medicine will continue to advance and improve over time as technology continues to advance and more data becomes available, it may even be possible to provide patients with even more personalized and targeted treatments.

Automated drug development: Automation is becoming increasingly prevalent in the pharmaceutical industry and the clinical development process is no exception to this rule. The implementation of automated processes can assist in the advancement of precision medicine and improve the analysis of data streams. This can be particularly beneficial in identifying appropriate treatment options for patients with specific needs.

1.2 The concentrated strategy

Concentrated strategy in the healthcare sector involves focusing on a narrow segment of the market, such as a particular disease or patient population. This approach allows healthcare providers to specialize and become experts in a specific area, which can result in more effective treatments and better patient outcomes. We state as the example of Novo Nordisk; the Danish group, which specializes in treatments for diabetes.

1.3 The differentiated strategy

As a way to face the competitors; companies may attempt for the differentiated strategy by creating caters to a diverse range of markets by providing a broad selection of products that are designed to meet the specific needs of each segment. As an example, we state EL KENDI laboratories which provides **more than X product**.

2 Process for launching a drug

Completing what we stated in the drug life cycle in the first section, the launch of a new drug is a complex and highly regulated process that involves multiple stages, starting with the research for new molecules. During the early stages of drug development, numerous compounds are considered as potential candidates for medical treatment. However, after initial testing, only a few of these compounds demonstrate promising results and call for further studies. Next, and following the initial development of a drug, it needs to pass through a set of tests to ensure that it is both safe and effective for use. These tests primarily consist of preclinical and clinical research.

After the completion of clinical trials, if the results are conclusive, the drug can be considered for marketing. The drug manufacturer then submits a comprehensive file to the regulatory authority for review, which includes detailed information on the drug's safety, efficacy, and manufacturing process. The regulatory authority carefully evaluates this file, with the assistance of experts, to determine whether to grant authorization for the drug's marketing. This decision can result in either acceptance or refusal of the application for authorization.

After the MA authorisation get accepted, the next step is the production and the commercialisation. After ensuring their quality is satisfactory, the drug will be produced strictly in compliance with the information included in the marketing authorization application, and subsequently provided to patients for a specific period where only the manufacturing laboratory can produce the drug. Once the patent's exclusivity period for the original medicine has expired, it will be object to be copied but other laboratories; we speak about the generic drug as it was mentioned in the first section before.

3 Process for launching a generic drug

The generic drug industry in Algeria has been experiencing significant growth in recent years, driven by various factors such as the rising demand for affordable healthcare, and the process of developing a new drug that can be long, risky and very expensive. Thus, most generic laboratories follow a similar process, which can be described as follows: ¹

- 1st phase: which consists mainly of studying the available opportunities, forecasts and market studies / analysis which leads the laboratories to identify the potential suppliers. And therefore, finalizing the commercial offer.

¹ Internal company document (EL KENDI)

- 2nd phase: This phase is more about the registration of the commercial name in the (INAPI) Algerian National Institute of Industrial Property, and the submission of the technical file to the Ministry of Health, Population and Hospital Reform (MSPRH). Then, the laboratory proceeds with the design of the packaging and the leaflet.
- 3rd phase: or the product pre-launch phase; we state the conclusion of contracts with suppliers and the production of pilot batches, followed by the submission of the results to the authorities, if approved; the laboratory gets the Marketing Authorization and asked to propose a price to the MSPRH.
- 4th phase: the laboratory arrives to the final steps which include mainly the production and the launch of the drug.

Conclusion

In conclusion, in this chapter we have tried to approach the concept of a drug and its characteristics, we have gained a deeper understanding of the complex nature of the development of a drug and all the basic knowledge necessary for us to proceed and search for its launch, taking into account that unlike other products; drugs have a direct impact on a person's health and well-being, making it essential to ensure their safety and efficacy before they are made available to the public.

We felt that before delving into the process of launching a product that is very important to human safety, namely the drug, we should first look at the process of launching a new product, from the idea research phase until the product is available on the market and mention the factors that can influence this process and lead to success or failure.

Lastly, and after tackling both the specific nature of a drug and the steps of the launch process of a new product, we ended our chapter mentioning the different strategies that pharmaceutical laboratories can implement to face their competitors, and the process followed by this latter to launch both originator and generic drug.



**Chapter 02: Theoretical foundations about
the communication strategy**

Introduction

Communication is something we experience every day in many ways, from our personal interactions to the business world. In the realm of business, effective communication is crucial to achieving organizational goals, not only conveying information but also building trust and relationships with stakeholders and maintaining a positive reputation.

The aim of this chapter is to provide an overview of the theoretical basis underlying the communication strategy of business companies, with a particular focus on the pharmaceutical industry. In the initial section, our focus will be on a distinctive type of marketing that is peculiar to the pharmaceutical industry, which is the marketing of drugs. We will delve into the definition of this particular type of marketing and its significance for companies operating in the pharmaceutical sector, as well as the factors that differentiate drug marketing from other types of product marketing.

Afterward, we will shift our attention to the broader communication structure, firstly, we will define communication in a general and business context and explore its potential objectives. Then, we will discuss the various communication strategies that a company can adopt, the process of establishing an effective communication plan, and the various communication channels used by companies.

The final section of this chapter will centre on communication within the pharmaceutical industry and the various approaches used by pharmaceutical laboratories to communicate with healthcare professionals and promote their products.

Section 01: Notion on the pharmaceutical marketing

Pharmaceutical marketing is a critical aspect of the pharmaceutical industry, encompassing a range of activities. This section will delve into the definition, characteristics, and role of pharmaceutical marketing.

1 Definition of the pharmaceutical marketing

The American Marketing Association (AMA) defines marketing as: “*The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.*”¹

For KOTLER, marketing covers the activity, all institutions, and processes aimed at creating, communicating, delivering, and exchanging offers that have value for customers, consumers, partners, and society at large.²

While safety, efficacy, and safe usage are critical considerations when it comes to pharmaceutical products, in this chapter, we consider these products as industrial goods designed, produced, and marketed by companies. This perspective highlights the application of marketing principles in the healthcare sector, which is commonly known as pharmaceutical marketing.

The pharmaceutical industry commercially joins the other industries at the end of this century, and thus it does not escape the same confrontations.³ Pharmaceutical marketing shares a fundamental function with other industries, employing the core principles of marketing. While these principles can be applied to any industry, the pharmaceutical sector presents unique paradoxes and distinct characteristics that challenge the enthusiasm of marketing students.

Pharmaceutical marketing is the business activity that involves the discovery of drugs, the development of drugs, the delivery of drugs to the marketplace, and the creation of awareness and acceptance of drugs by healthcare professionals and patients with the ultimate goal of prescribing and using the company's drug products.⁴

¹ <https://www.ama.org/the-definition-of-marketing-what-is-marketing/#:~:text=Marketing%20is%20the%20activity%2C%20set,%2C%20and%20society%20at%20large.%20> (consulted the 2023/04/23 at 17.00)

² KOTLER (P) and KELLER (KL): op.cit, p.5

³ HARBOUNE (C), Le marketing pharmaceutique, ESKA edition, Paris. 1994. P.34

⁴ Ibid, p.24

It also refers to the application of marketing techniques to the promotion and commercialization of drugs and other associated products ¹

Pharmaceutical marketing is in simple words; the practice of advertising and selling pharmaceutical drugs and related products to medical professionals and patients, with the aim of generating revenue for the pharmaceutical industry.

As stated in the previous chapter; pharmaceuticals are not like any other products; they are designed to improve or maintain human health and wellbeing. Therefore, marketing requires a unique approach that takes into account the complex ethical, regulatory, and scientific considerations involved in promoting these products to healthcare providers and patients.

Pharmaceutical marketing is a strategic activity in the pharmaceutical industry, its goal is to orient production towards the market by adopting communication and product packaging strategies in order to better satisfy the needs of the target audience. ²

2 The specificities of the pharmaceutical marketing

Pharmaceutical marketing operates in a highly regulated prescription market, where strict adherence to marketing, pricing, and quality regulations is required to ensure the safety and efficacy of treatments for patients.

2.1 Market

in the pharmaceutical market, the work of medical representatives is focused on the prescribers (doctors) rather than the buyers. We talk about the prescription market, this approach is typical in the prescription market, a term used to describe a market where the selection of products is heavily influenced by prescribers, such as doctors or other healthcare professionals.

2.2 Quality

Medications, as a health product, are subject to strict regulations that ensure their quality, safety, and efficacy, given that they have a direct impact on human well-being. Compliance with these standards is of utmost importance in the pharmaceutical industry to ensure that

¹ MICKEY (C.S): the pharmaceutical marketing: historical perspectives and current strategies, 2nd Edition, 2002, p.03

² <https://www.definitions-marketing.com/definition/marketing-pharmaceutique/> (consulted the 2023/04/23 at 18.30)

patients receive effective and safe treatments. Any medication that does not meet these standards is not authorized for use and is not allowed to be marketed.

2.3 Price

Pharmaceutical companies are subject to pricing regulations when marketing their products since they cannot freely establish the price due to pricing regulations enforced by government authorities. Therefore, they must comply with the established pricing rules.

2.4 Advertising

There are legal regulations in place to control the advertising of medicines, which restricts the promotion of medicines to healthcare professionals such as doctors, pharmacists, dentists, and midwives. Directly advertising medicines to the public is not permitted under these regulations.

2.5 Distribution

the distribution of pharmaceutical products is a critical aspect of the healthcare system, it is highly regulated and reserved only for licensed pharmacies and healthcare establishments such as hospitals and clinics.

3 The role of the pharmaceutical marketing

Marketing remains the essential differentiating element whose expenses increase every year until they reach nearly a third of the turnover.¹ In a rapidly growing pharmaceutical market, traditional marketing tools such as segmentation, targeting, and positioning play a crucial role. These tools provide a significant competitive advantage, as innovation and product qualities alone are not enough for differentiation. While the pharmaceutical industry experiences double-digit growth, effective marketing strategies that primarily focus on the prescriber become essential to stand out in the market.

Innovation or intrinsic qualities of a product are no longer enough to ensure its success, which is why marketing is increasingly involved early in the product development process. Some companies devote up to 20% of the marketing budget allocated to a product to the four years prior to its launch.²

¹ SERRE (MC) and WALLET-WODKA (D): Marketing des produits de santé, DUNOD edition, 2014, p.1

² HARBOUN (C): op.cit., p.44

The pharmaceutical industry is a dynamic and fast-paced sector that is constantly innovating and developing new products and treatments. To thrive in this competitive landscape, companies must adopt a comprehensive approach that involves research and development, regulatory compliance, manufacturing, distribution, and sales. Marketing is a critical element of this approach, as it allows companies to effectively communicate the value and benefits of their products to healthcare professionals and consumers. By leveraging marketing strategies, companies can set themselves apart from their rivals and stay ahead of the curve in terms of product positioning and market trends. The role of marketing extends beyond mere promotion of products, and includes activities such as market research, brand management, pricing strategy, and customer engagement. Therefore, the pharmaceutical industry's continued growth and success are heavily reliant on the strategic and effective use of marketing practices.

Section 02: General knowledge about the communication structure

Effective communication is essential for any company to establish and maintain strong relationships with its stakeholders, including employees, customers, investors, and the public. A company's reputation, brand image, and overall performance may all be strongly impacted by how it communicates. So, it's critical for businesses to have a well-defined communication strategy that identifies their target market, messaging, and channel of communication.

In the following section, we aim to examine the fundamental components of effective company communication, exploring different aspects of a successful communication strategy.

1 How can we define the communication?

In the context of the global community communication is defined as a dynamic process by which an individual establishes a relationship with someone to transmit or exchange ideas, knowledge, emotions, as well as through oral or written language or another system of signs: gestures, music, drawings, etc. Communication establishes the link that allows societies to exist and function. ¹

Communication is the process in which individuals exchange or share information in order to achieve mutual understanding, agreement, or a common action. ²

¹ ARCAND, (R) et BOURBEAU, (N) : La communication efficace, CEC.INC edition, Paris, 1998, p.13

² DEVIRIEUX (C.J) : Pour une communication efficace, University of Quebec Press, 2007, p.5

When it comes to business, communication is defined as the whole set of information, messages, and signals of any kind that the company emits, voluntarily or not, towards all audiences.¹

Business communication refers to the process of exchanging information between individuals or groups within or outside an organization to achieve specific goals. The communication can be formal or informal and can take place in various forms such as oral, written, nonverbal, or electronic.²

LIBAERT defines the communication as:³

- The proactive action of emitting, transmitting, and receiving messages, in a system of signs that are exchanged within the company and between the company and its environment.
- A process of listening and emitting signs and messages intended for specific audiences and aimed at improving the image and relationships of the organization, promoting its products and services, and defending its interests.

For the CHIROUZE; the communication is: *“The set of methods, means, and actions deployed towards internal and external publics, whose opinion is crucial for the company to be recognized, to have a specific positive image, and to be better accepted politically, socially, and commercially by its environment.”*⁴ It includes all the signals and messages emitted by the company, whether they relate to design communication (graphic charter, visual identity, logo), media advertising, direct communication (postal and electronic mailings), field communication (sales force), or socio-relational communication (internal and public relations)

While for KOTLER; he has a unique approach to communication by viewing it as the company's voice, which provides information on how, why, by whom, where, and when a product is used⁵

¹ LENDREVIE, (J) et LEVY, (J) : Mercator, Dunod, 11th edition, Paris, 2014, p.398

² GEUFFEY (M.E) and LOEWY (D): Essentials of business communication, Cengage Learning, 2019, p.6

³ LIBAERT (T) and WESTPHALEN (M.H): communicator, Dunod edition, Paris, 2012, p.13

⁴ CHIROUZE (A) and CHIROUZE (Y): Introduction au marketing, Foucher edition, Paris, 2001, p.206

⁵ KOTLER (P) and KELLER (KL): op.cit, p.624

2 The communication's aims

By communicating with its audience in a targeted way, the organization hopes to accomplish particular objectives.

2.1 Cognitive objective: building brand awareness and notoriety

The main objective is to increase awareness and promote the company among the target audience. The key concept emphasized here is notoriety, which can be further categorized into four types: ¹

Spontaneous notoriety: the kind of notoriety where the brand of the product, service or company is being commonly recognized and easily remembered without any external indices.

Assisted notoriety: the level of brand recognition that occurs when a list of choices is provided, and the brand is recognized among the options presented.

Qualified notoriety: the degree of brand awareness at which the target market not only recognizes the brand but also can provide additional information and knowledge about it.

Top of mind notoriety: the level of a brand's awareness in a certain category, it reflects the first brand a person thinks of when they consider that category on their own, without any external prompts.

2.2 Affective objective: creating emotional connections and loyalty

The main objective is to create emotional connections and affect the target audience's attitudes, sentiments, and emotions about a brand or a product by building a favorable perception of the brand image in the minds of consumers since now, people are buying brands, not products.

According to Jean-Jaques-Lambin, he provides a precised definition of the brand image, for him it is: *“all the mental, affective and cognitive representations that a person or a group of people make of a brand.”*²

It has three levels of brand image:

- The perceived image: the way in which the target segment (the target audience, on which we project the image) sees and perceives the brand

¹ VIOT Catherine: op.cit., p.151

² Jean-Jacques Lambin, Marketing stratégique et opérationnel, Du marketing à l'orientation de marché, 7ème Edition Dunod, Paris, 2008 P 405.

- The true image or the reality of the brand: with its strengths and weaknesses, as it is known and felt by the company.
- The desired image: the way the company wants to be perceived by the target segment and which results from a positioning decision

2.3 Conative objective: stimulating action and behavioral change

The aim is to encourage making changes in the behavior by influencing the target audience to take a certain action, including making a purchase, subscribing to a service or to alter their conducts.

Communication objectives of a company often follow the AIDA model defined by Strong in 1925. The AIDA model works as follows: ¹

Table 1: Levels of the AIDA model

Level	AIDA model
Cognitive	Attention
Affective	Interest
	Desire
Conative	Action

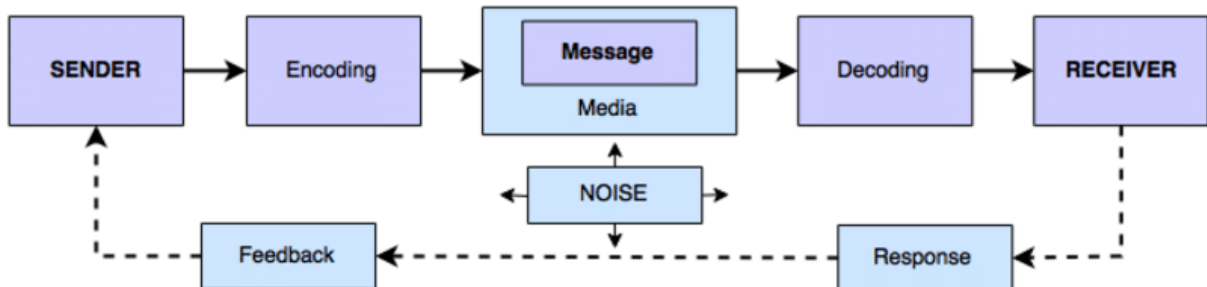
- ❖ **Attention stage:** the goal is to capture the audience's attention and create awareness of the product or service being promoted.
- ❖ **Interest stage:** the goal is to present to the consumer the information that they find relevant and useful, and that drives their interest in the product or service.
- ❖ **Desire stage:** when the consumer develops a strong desire for the product or service.
- ❖ **Action stage:** where the consumer is motivated to take action, typically through a clear and compelling call-to-action that encourages them to buy the product or the service.

¹ SERRE (MP) and WALLET-WODKA (D): op.cit, p.264

3 The communication structure

KOTLER outlines a series of elements that collectively enable successful and efficient communication between two parties as follows: ¹

Figure 4: Effective communication structure



- Sender: the part that initiates the communication process, it often has a message to transmit to the second part.
- Encoding: It is the process through which the sender transforms their ideas or thoughts into a message that can be sent to the recipient across a communication channel.
- Message: the information, ideas, or notions that the sender wants to express to the recipient.
- Media: the methods or channels used to transfer a message from its sender to its recipient.
- Decoding: the process of interpreting and understanding the message that has been received.
- Receiver: the individual or group of persons to whom the sender communicates a message.
- Response: the action taken by the recipient after decoding and interpreting the sender's message.
- Feedback: the response or reaction given by the receiver to the sender.
- Noise: the other messages and environmental factors that may interfere with the desired communication process.

¹ KOTLER (P) and KELLER (KL): op.cit, p.630-631

4 Levels of the communication

We may categorize communication into various types based on the target audience for which it is intended. We will attempt, in what follows, to identify the different typologies of communication ¹

4.1 Classification according to the target

Global communication in an organization refers to the strategic, coordinated, and integrated communication efforts of an organization to connect and engage with its stakeholders worldwide in a manner that aligns with its mission and values ²

The global communication aims to: ³

- Define the organisations' communication territory.
- Ensure the coherence and effectiveness of messages both internally and externally, which requires a rigorous approach and exemplary implementation taking into consideration that each speech opportunity should be used to present the essential message.

Therefore, we can divide the global communication into internal and external communication, depending on the targeted audience.

4.1.1 Internal communication

AUDIGIER defines it as the set of information exchanges that occur between the actors of an organization to enable them to live and work together. ⁴

Internal communication encompasses all communication activities that occur within a company ⁵ aiming to promote a feeling of community, cooperation, and alignment with shared goals and objectives, it involves the sharing of knowledge, ideas, and information among individuals and teams inside the business.

4.1.2 External communication:

The exchange of information, ideas, and messages between a company and its external stakeholders including clients, partners, financiers, and regulators is referred to as external

¹ BROCHAND (B), LENDREVIE (J) : Publicitor, Dalloz edition, 5th edition, Paris, 2001, p.156

² PARKINSON (M) : International and Intercultural Public Relations: A Campaign Case Approach, Pearson publisher, 2005, p.35

³ BIZOT, (E), CHIMISANAS, (MH) and PIAU, (J): Communication, Dunod edition, Paris, 2014, p.2.

⁴ AUDIGIER, (G) : Marketing et action commerciale, Gualino edition, 6th edition, Paris, 2010, p.05

⁵ BIZOT, (E), CHIMISANAS, (MH) and PIAU, (J): op.cit, p.226

communication. It entails a variety of initiatives including public relations, corporate social responsibility, and advertising that seek to create and sustain effective connections with various stakeholders.

4.2 Classification according to the purpose, the goal pursued or the content of the message

4.2.1 Corporate communication

Corporate communication is designed as an integrated and comprehensive approach to the communication of the company. It involves adopting a cross-functional perspective, an overview of all actions implemented towards all stakeholders. ¹

This type of communication is defined as the communication that an organization maintains with all its audiences: employees, journalists, opinion leaders, public authorities, social partners, shareholders, NGOs, and the general public. ²

CORNELISSEN defines corporate communication as *“the strategic and coordinated communication processes that support the creation, enhancement, and preservation of shared meaning among stakeholders to influence attitudes and behavior that benefit the organization.”*³

KOTLER defines it as a communication that gathers all internal and external actions focused on the institution (company, associations, etc.)⁴

Corporate communication aims to: ⁵

- Address the public's questions about the soul and values of the company.
- It is intended to enhance, strengthen, and improve the company's image and is directed at different audiences.
- It complements and extends the promises of commercial communication, adding a discourse of the company's commitment to social issues and concerns.

¹ MECHTOUR (R): cours corporate communication, EHEC algiers, 2022, p.14

² BIZOT, (E), CHIMISANAS, (MH) and PIAU, (J): op.cit, p.03.

³ CORNELISSEN (J): corporate Communication: a guide to theory and practice, SAGE publications, 2014, p.01.

⁴ KOTLER (P) and KELLER (KL): op.cit, p.683

⁵ MECHTOUR (R): op.cit, p.13

4.2.2 Commercial communication

The commercial communication is the means used by a company to inform and persuade current and potential customers, both directly and indirectly, and to remind them of the brands, products, and services it markets. ¹

The main role of commercial communication is to encourage the consumer to purchase a product or brand. It requires strategic thinking and implements actions such as advertising or sales promotion. ²

4.2.3 Sales communication

Also known as product communication; the sales communication describes the variety of communication initiatives used to advertise and market a certain product or service; recognizing that this later can be sold without an advertising; but not without a communication.

The general objective of this level of communication is to create favourable conditions for the purchase of the products offered by the company to its target audience. ³

5 The communication strategy

The communication strategy is a crucial element for any business aiming to reach and engage its target audience effectively.

5.1 What is a communication strategy?

In a general context, a strategy is a plan of action, or an approach intended to accomplish a certain aim or purpose. It involves deciding what steps to take, when to take them, and how to allocate resources in order to attain the intended result.

“A strategy is a set of decisions made by a company in order to determinately guide its authorities and organizational structures for the medium or long term” ⁴ said BALLEES.

“Mercator” authors define it as the definition of clear and realistic orientations of a group of actions in order to achieve, in the middle and long term, a goal regard to designated adversaries. ⁵

Particularly in regard to the communication strategy, this latter is defined as follow:

¹ KOTLER (P) and KELLER (KL): op.cit, p.624

² BIZOT, (E), CHIMISANAS, (MH) and PIAU, (J): op.cit, p.04

³ AUDIGIER, (G) : Marketing et action commerciale, Gualino edition, 6th edition, Paris, 2010, p.109

⁴ BALLEES, (F) : Dictionnaire des Médias, Paris, Ed. Larousse, 1998, p.237.

⁵ LENDREVIE, (J) et LEVY, (J) : op.cit, p.640

- By KOTLER: an overall plan that evaluates the respective roles of different communication tools and combines them to achieve coherence and effectiveness. ¹
- By LENDERVIE: By a company's communications policy, we mean information, messages, and other signals that the company decides to broadcast voluntarily to selected audiences or target audiences. ²

A company cannot succeed without a communication plan. This latter describes the strategy the business will use to reach its target audience and influence them to act. A well-planned strategy ensures that the company's core values, vision, and mission are communicated clearly and concisely. A corporation cannot succeed without a communication plan. It describes the strategy the business will use to reach its target audience and influence them to act. Clear and unambiguous communication of the organization's fundamental values, vision, and mission is ensured through a well-planned strategy. In order for the approach to be successful, it must be authentic, positive, sustainable & adaptable and original.

5.2 Types of the communication strategy

Two main strategies can be subject to study:

5.2.1 Push strategy

The "push" approach consists of using the sales force and distributors with the aim of stimulating them to sell the product. Through this approach, the company "pushes" the product through the distributors to the end consumer. ³

In other words, it is a marketing strategy where a business concentrates on intermediaries to market and push its goods and services directly to the target market. The goal is to create demand for the product by pushing it through the distribution channel and increasing its availability to potential customers.

The characteristics of the push strategy: the main the characteristics of a push strategy are:⁴

- A communication that can take online and offline forms: such as advertising in mass media, direct marketing, communication at the point of sale, announcement of sales promotion operations, commercial emails.

¹ KOTLER, (Ph), KELLER, (K) and MANCEAU, (D): Op.cit, p.628.

² LENDREVIE, (J) et LEVY, (J) : op.cit, p.876

³ MAYRHOFER, (U): Marketing, Bréal edition, 2nd edition, Paris, 2007, p.133.

⁴ Ibid, p.400

- Communication under company control: the media is not allowed to alter the content provided by the advertiser. Therefore, the messages are transmitted in their original form to the recipients.
- Intrusive communication that must know how to be accepted: taking into consideration that the level of disruption and discomfort that can be brought on by interrupting a radio or television program relies on the communication method employed.

5.2.2 Pull strategy

The “pull” approach consists of targeting the end consumer in order to “pull” them towards the product in the point of sale. This is achieved through advertising campaigns aimed at the end consumer to develop a preference for the brand. ¹

Alternatively put; it is a customer-centric approach to marketing where a company focuses on satisfying the requirements and wants of its customers. Instead of overtly pushing its products onto clients through middlemen, the corporation seeks to attract by building a strong brand awareness and preference.

The characteristics of the pull strategy

- Focused on the end consumer: The aim of the pull approach is to draw customers toward the good or service through focusing on building a strong brand attachment.
- Brand building: Building brand recognition and preference among customers can be successfully achieved by implementing this strategy.
- Creation of demand: By making the product or service attractive to consumers and motivating them to actively seek it out, the pull strategy generates demand.

6 The communication plan

6.1 What is a communication plan?

LIBAERT; in his work « introduction to the communication » defined the communication plan as the formalization of an organization's communication strategy, It is considered the cornerstone of all communications emanating from the company, providing a common vision around which all communications will revolve. It aligns objectives, targets, messages, and resources. It is a management tool that must be flexible to adapt to unforeseen external and

¹ Ibid, p.133.

internal events, as well as to the particularities of the different professions and locations within the company. ¹

In other terms, a communication plan is a formal documentation that outlines an organization's communication strategy. It typically includes information on the target audience, the key messages that the organization wants to convey, the communication channels to be used, the timing and frequency of the communication, and the metrics that will be used to measure the effectiveness of the communication. The communication plan serves as a guide for all communication activities within an organization, ensuring that all messages are consistent and aligned with the organization's goals and objectives.

A well-defined communication strategy has several uses and may benefit the business greatly by boosting profitability, building brand recognition while communicating pertinent information. Therefore, the design of this plan reflects a phase in the development of an organization that has come to the conclusion that it must change to fit its audience or attempt to have an influence on them.

A communication plan should answer several key questions to ensure that it is effective:

1. Who is the target audience for the communication?
2. What is the main message that needs to be conveyed?
3. What channels or methods will be used to communicate the message?
4. What resources are required to implement the plan?
5. What is the timeline for the communication plan?
6. How will the success of the plan be measured and evaluated?
7. Are there any potential risks or obstacles that need to be addressed?

6.2 The steps involved in developing an effective communication plan

KOTLER outlines in his book “Marketing management” the main steps that a company should follow to establish an efficient communication plan, those steps are as follow: ²

¹ LIBERT, (T): Op.cit, p.32.

² KOTLER (P) and KELLER (KL): op.cit: Op.cit, p.586-601

6.2.1 Identify the target audience

To start the process of developing an effective communication plan, it is crucial to have a clear understanding of the targeted audience, which may include potential customers, current clients, influencers, decision-makers, groups, the particular or the general publics. The target audience plays a crucial role in determining the messaging, tone, timing, channels, and overall approach to communication.

6.2.2 Set the communications objectives

In this stage, the desired response from the target audience is defined. Possible responses include a cognitive, affective, or behavioral response. This allows one to choose from one of four sorts of objectives.

- Establish need for category: the goal is to demonstrate the necessity of a particular type of product or service in addressing a problem or fulfilling a desire.
- Build brand awareness: building brand awareness and familiarity among customers so that they may recognize and remember it when they are in a purchase position.
- Build brand attitude: by helping consumers evaluate their brand's ability to meet their needs, companies can increase the likelihood that consumers will choose their brand over competitors.
- Influence brand purchase intention: the aim is to influence consumers to make a purchase or take some other action related to buying a particular brand.

6.2.3 Design the communications

To create an effective communication, the company needs to elaborate an appropriate message. For that, three key questions need to be answered:

- What message to convey? (Message strategy)
- How to present the message creatively? (Creative strategy)
- Who should deliver the message? (Message source)

Answering these three questions helps ensure that the communication plan is tailored to the audience and is more likely to achieve its intended goals.

6.2.4 Select the communications channels

As communication channels become more numerous and fragmented, it becomes increasingly challenging to choose an effective way to convey the message. The company needs

to choose which communication channel to use, this latter can be classified into two main categories:

- Personal communications channels: it involves direct communication between two or more individuals either in person or through communication. These channels are effective due to their ability to provide customized presentations and receive immediate feedback. Such as: direct marketing, personal selling, and word of mouth.
- Non-personal or mass communications channels: communications directed to more than one person and include advertising, sales promotions, events & experiences, and public relations.

6.2.5 Establish the total marketing communications budget

Determining the appropriate amount of money to allocate towards marketing communications can be a challenging decision for a company. To aid in this process, there are four methods that can be utilized to establish a budget:

- Affordable method: while implementing this method; companies determine their communication budget based on what they believe they can financially afford ignoring the role of the marketing communication on the overall sales volume.
- Percentage of sales method: certain companies allocate their communication expenses based on a fixed percentage of their current or projected sales.
- Competitive-parity method: a strategy in which a company sets its communication budget to achieve a level of advertising or promotional activity equal to that of its competitors.
- Objective and task method: it is considered the most justifiable approach to determine the communications budget. This method requires marketers to establish specific objectives, identify the tasks that are necessary to achieve these objectives, and estimate the associated costs. The total cost of these tasks represents the proposed communications budget.

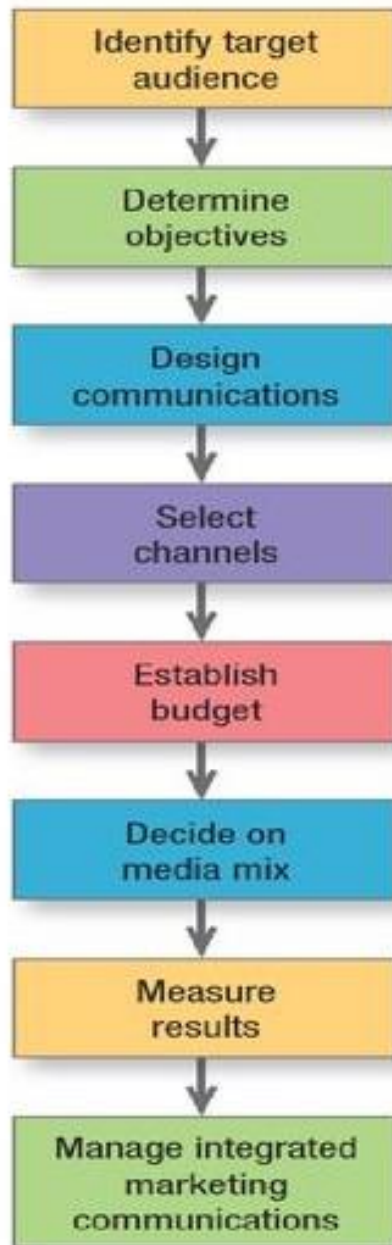
6.2.6 Selecting the marketing communications mix

Once the marketing communication budget is established, the next step is to distribute it among various communication tools. To do this, the company needs to evaluate the pros and cons of each tool, considering the target customer base, the desired response from the buyer, and the product's stage in its life cycle.

6.2.7 Measuring communication results

To ensure that investments are profitable, the effectiveness of a communication plan needs to be evaluated. This is the last step in the communication plan, and it involves measuring whether the objectives that were set were met. This allows the company to determine whether the communication plan was successful and to identify areas for improvement.

Figure 5: The steps involved in developing an effective communication plan



Source: KOTLER (P) and KELLER (KL): Op.cit, p.586.

7 The communication means

As stated, before in the development process of an effective communication plan; managing the marketing communication budget is a crucial step. This involves dividing the allocated budget and investing it in the appropriate communication channels to ensure that the planned objectives are met. Therefore, the question arises: What are the various communication means available for companies to convey their messages to their target audience?

To answer the previous question; we need to understand the notion of a communication support. This latter: was defined by the “Mercator” authors as anything that can convey a commercial message.¹

While for LIBERT; a support is: *“a channel capable of conveying information or a message. In the advertising industry, this word traditionally refers to one of the six major media, namely: print, outdoor advertising, television, cinema, radio, and the Internet.”*²

In other words, a communication support is any medium or tool that can be used to convey a commercial message. Its primary function is to transmit the message to the target audience in an effective and efficient way.

7.1 Media communication channels “above the line”

Above the line or media communication refers to a type of marketing communication that is aimed at a broad audience and uses mass media channels. The goal is to reach the audience of the chosen media.³

What was mentioned led us to the notion of advertising: any paid form of personalized presentation of ideas, goods, and services in the media⁴ which means any form of marketing communication that involves the use of various media to promote or sell a product, service, or idea.

Advertising aims to sell or promote the merits of a brand, product, or service.⁵ Moreover; it is used by companies to increase brand awareness, generate interest, and ultimately drive sales or achieve other marketing objectives.

¹ LENDREVIE, (J) and LEVY, (J) : Op.cit, p.416.

² LIBERT (T) and WESTPHALEN, (MH): Op.cit, p.102.

³ LIBAERT (T) : communication : l’ouvrage de toutes les communications, Vuilbert edition, 2018, p.178

⁴ KOTLER, (Ph), KELLER, (K) and MACEAU, (D):Op.cit, p.627.

⁵ LIBAERT (T) : op.cit, p.178

The six main mass media channels used in the abode the line communication is the following:

7.1.1 The press or print

The sector of the media that is responsible for creating and disseminating periodicals like newspapers and magazines. It includes all aspects of producing and dispersing printed materials, such as journalism, editing, printing, and distribution.

7.1.2 Television

A visual medium that allows for the transmission of audio and video content to a large audience simultaneously. Therefore; this type is useful only for a certain category of products such as car brands; cosmetics and parfum. ¹

7.1.3 Outdoor advertising

This form of advertising includes various display formats ² such as: Billboards (illuminated or not), new types of billboards (illuminated or not), billboards located on urban furniture (illuminated scrolling billboards, bus shelters, back of maps...), mobile advertising, advertising located on means of transportation (subway, buses, trains, taxis...) and Illuminated advertising (lighted signs on buildings).

7.1.4 Radio

Radio is a form of mass media that utilizes radio waves to transmit audio programming to a large audience. This form is not as effective as the rest of mass media forms taking into consideration that sound alone is found to be inferior to images and text in conveying the brand identity. Still, it may be effective to communicate factual information.

7.1.5 Cinema

Using a large screen and exceptional image and sound quality can produce great outcomes, but it can be costly in relation to the number of viewers reached.

7.1.6 Internet

The internet is a kind of mass communication that has grown in popularity recently. It makes it possible to instantly share information and reach a large audience. As a result, a number of online advertising forms, including banner advertisements, pop-ups, sponsored content, and

¹ CHEVALIER, (M) and MAZZALOVO, (G) : Management et marketing de luxe, édition Dunod, paris, 2008, p.262

² LIBAERT (T) : op.cit, p.178

social network advertising, have been developed. Internet advertising is a powerful tool for companies to reach their target market since it is highly targetable and quantifiable. However, given the abundance of online material, it can be difficult for advertisers to stand out and draw in their intended audience.

7.2 Non-media communication channels “bellow the line”

This term includes all forms of communication other than advertising and the six major mass media ¹ which are: sales promotion; traditional public relations; sponsorship and event communication; patronage and direct marketing.

7.2.1 Sales promotion

It consists of associating a temporary benefit with a product, intended to facilitate or stimulate its purchase, use, and/or distribution. If the benefit offered is directed towards consumers, it is referred to as consumer promotion; if it benefits the distributors, it is called trade promotion. ²

Alternatively put; Sales promotion is the practice of using short-term tactics or benefits to promote the purchase or sale of a good or service. It involves providing consumers or retailers a temporary benefit or reward, such as discounts, coupons, contests, or free samples, to entice them to make a purchase or increase their buying frequency.

We can distinguish types of sales promotion: ³

- Consumer promotions: which target individual consumers such as samples, coupons, cash refund offers, money off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of-purchase displays, and demonstrations.
- Trade promotions: which target the retailers, wholesalers, and other intermediaries in the distribution channel like money off, advertising and display allowances, and free goods.
- Business and sales force promotions: which target the sales teams. It involves trade shows and conventions, sales force contests, and speciality advertising.

¹ LIBAERT (T) : op.cit, p.178

² DEMEUR, (C) : Aide-mémoire marketing, Dunod 6th edition, Paris, 2008, p.294.

³ KOTLER (P), KELLER (KL) and others: op.cit, p.538

7.2.2 Public relations

Not only must the company relate constructively to customers, suppliers and dealers, it must also relate to a large number of interested publics. A public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives.

Public relations, also known as (PR); includes a variety of programmes to promote or protect a company's image or individual products. ¹

Also, it is a mode of commercial communication (information and persuasion) that allow to "sell" the most favorable image possible of a company and maintain the best relationships with those on whom its future depends, through specific actions created by the company for a specific target. This target can be internal (members of the company) or external (a customer segment, different sectors of public opinion, an administration...) ²

A good PR department needs to perform the following functions: ³

- Press relations: presenting news and information about the organisation in the most positive light.
- Goods/market offering publicity: sponsoring efforts to publicise specific marketing offerings.
- Corporate communications: promoting understanding of the organisation through internal and external communications.
- Lobbying: dealing with legislators and government officials to promote or defeat legislation and regulation.
- Counselling: advising management about public issues and company positions and image during good times and bad

7.2.3 Sponsoring and event communication

Sponsoring is a marketing activity in which a company provides a direct financial or other kind of support to an event, organization, or individual in exchange for public recognition, often with the goal of increasing brand awareness and improving its image. It has several benefits that can be resumed as follow:

- Identify with a particular target market or lifestyle.

¹ Ibid, p.744

² DEMEURE, (C) : Op.cit, p.321.

³ KOTLER (P), KELLER (KL) and others: op.cit, p.744

- Increase awareness of company or product name.
- Create or reinforce perceptions of key brand image associations.
- Enhance corporate image.
- Create experiences and evoke feelings.
- Express commitment to the community, green or social issues.
- Entertain key clients or reward key employees.
- Permit merchandising or promotional opportunities.

While there are many benefits to sponsoring an event, the outcome may be unpredictable and beyond the sponsor's control. Even though sponsors are frequently thanked for contributing the finances required to make an event possible, some customers can perceive this as commercialization and have a bad opinion of the sponsor.

7.2.4 Patronage

Contrarily to the sponsorship, Patronage is more of a philanthropic or charitable relationship, where the company provides financial support as a gesture of goodwill or support for a cause or individual, mainly in the fields of arts, culture, or education. There may be some branding or recognition involved, but it is often less prominent and more focused on the act of giving.

7.2.5 Direct marketing

Direct marketing is the use of consumer-direct (CD) channels to reach and deliver goods and services to customers without using marketing middlemen. Said KOTLER ¹

It can also be defined as an operational means that relies on the use of a computerized database and specific communication media to prospect a target audience or to directly sell a product and elicit a rapid response. ²

Direct marketing has several benefits for the company:

- Increased number of market niches
- Convenience for consumers (toll-free numbers, always-open websites, next-day delivery, customer service)
- Opportunity for direct marketers to promote specialty items dropped by chain stores.
- Ability for direct marketers to buy targeted lists and customize messages for each customer.

¹ KOTLER (P), KELLER (KL) and others: op.cit, p.749

² DEMEUR, (C) : Op.cit, p.326

- Reach prospects at the moment they want a solicitation.
- Testing of alternate media and messages to find cost-effective approach.
- Less visibility of offer and strategy to competitors.
- Measurable responses to campaigns to determine profitability.
- Integration with other communications and channel activities.
- Opportunity for cross-promotion and lifetime marketing to valuable customers.
- Customized and personalized offers and messages based on customer knowledge.
- Careful orchestration of campaign éléments.

The different direct marketing channels are as follow: ¹

- **Direct mailing**

Direct mail marketing is the practice of sending personalized offers, announcements, reminders, or other promotional materials to individual consumers using targeted mailing lists. This typically involves sending letters, flyers, foldouts, and other printed materials via mail.

- **Telemarketing**

The use of the telephone and call centres to reach out to potential customers, sell products or services to existing customers, and provide customer support by taking orders and answering questions.

- **Catalogue marketing**

Catalogue marketing involves sending various types of catalogues, including full-line merchandise, as well as consumer and business catalogues, which are often in print format but can also be in the form of CDs, videos, or online versions.

- **Sales force**

The original and oldest form of direct marketing is the field sales call. To locate prospects, develop them into customers, and grow the business, most industrial companies rely heavily on a professional sales force or hire manufacturers' representatives and agents.²

The notion of sales force encompasses all the people who are responsible for meeting with prospects or clients with the direct or indirect aim of selling them products or services.³

¹ KOTLER (P), KELLER (KL) and others: op.cit, p.750-

² Ibid, p.664

³ DEMEURE, (C) : Op.cit, p .230.

The objectives of a sales force are often both quantitative and qualitative and are set by the sales department, in agreement with the general management: ¹

- Quantitative: overall sales to achieve, quantities to sell, market share or rank to reach, profitability to recover...
- Qualitative: developing the quality of service, improving the brand image.

Other media for direct response marketing

Various media channels including print, radio, and television can be used to promote products and services. Print ads are used in newspapers and magazines, with free-phone numbers for ordering. Infomercials are also used to sell complex or technical products and some shopping channels provide free-phone numbers for ordering with quick delivery.

¹ DEMEUR, (C) : Op.cit, p.264.

Section 03: The communication strategy of drugs

Effective communication is a vital component of success in the pharmaceutical industry, just as in any other industry, as it helps establish and maintain relationships with key stakeholders such as healthcare professionals and patients.

In this section, we will explore the various communication methods used in the pharmaceutical sector and the challenges and opportunities they present.

1 Definition of pharmaceutical communication

In a large perspective, the communication policy of a company refers to all the information, messages, and other signals that the company decides to voluntarily emit towards chosen audiences or target audiences.¹

Pharmaceutical marketing is the practice of promoting and selling products by pharmaceutical firms, such as prescription pharmaceuticals, over-the-counter drugs, medical equipment, and other related goods. Pharmaceutical marketing is intended to improve consumer knowledge of its goods, foster brand loyalty, and eventually boost sales.

Pharmaceutical companies are businesses dedicated to the research and commercialization of medicines and healthcare products.² The marketing of these products requires targeted communication with a chain of stakeholders, including health authorities, healthcare professionals, distributors, and consumers. This work will focus specifically on communication aimed at selling their products, that is, communication directed towards healthcare professionals and the general public.

In many sectors, businesses rely on promotional methods like discounts, freebies, and special offers to persuade clients to buy their products. These strategies frequently center on offering the consumer concrete advantages that are simple to comprehend and quantify.

However, because the purchase of pharmaceuticals is heavily controlled and the cost of drugs is frequently set by governments or insurance companies, the pharmaceutical business is unable to provide such advantages to the end customer.³ Communication plays a pivotal role in the marketing efforts of the pharmaceutical industry, encompassing various strategies such

¹ Mercator: op.cit, p.412.

² ROMAND (C) : L'évolution de la communication des laboratoires pharmaceutiques, thesis for obtaining the title of doctor of pharmacy (state diploma), JOSEPH FOURIER university, Faculty of Pharmacy of Grenoble, 2009, p.8.

³ HARBOUN (C): op.cit., p.44

as direct marketing, advertising, and educational initiatives targeted at healthcare professionals. HARBOUNE emphasizes in his work "Le marketing pharmaceutique" that communication is at the heart of pharmaceutical marketing thinking.

2 Strategies of the pharmaceutical communication

As mentioned in the previous section, two main communication strategies can be implemented: pull and push strategies.

The scientific-health, and sociocultural impact of the communication surrounding medicines has always involved two types of strategies. On one hand, there is a need to provide information about the medicine-cure intended for the "sick" consumer (pull), and on the other hand, there is a need to provide an image of the medicine-product intended for the "producer", prescribers and pharmacists primarily, but also for the consumer (push).¹

- The push strategy relies on the sales force to promote the product, which is the case for the healthcare product sector. The product is offered to the prescriber.
- The pull strategy relies on consumer communication to stimulate product purchase. The consumer is encouraged to ask for the product.²

The pull approach is when the prescriber is pulled by the patient instead of being pushed by an advertisement. The two strategies are used increasingly in the marketing of both innovative and generic products.³

As a summary, there are two main tactics involved in pharmaceutical communication. The first is the pull approach, which emphasizes educating patients about the medication and stimulating consumer demand. The push approach, which is the second tactic, tries to advertise the medicine to the medical professionals who will be prescribing and dispensing it.

3 Types of the pharmaceutical communication

Pharmaceutical communication was categorized by a previous Vice-President of the multinational pharmaceutical company Pfizer; Mr BOUQUET Gérard into three distinct parts:⁴

¹ THOER, (C): médias, médicaments et espaces publiques, Press edition of Québec university, 2009, p.12.

² SERRE (MP) and WALLET-WODKA (D): op.cit, p.283.

³ DOGRAMATZIS (D) : Pharmaceutical marketing : a practical guide, Taylor & Francis group, CRC press, 2002, p.294

⁴ Ibid, p.261-262.

3.1 Sales communication

Effective sales communication is a crucial factor for the pharmaceutical companies considering that the success of a medicine in this sector depends heavily on the product brand as it serves as a reference point for doctors when prescribing medications to their patients.

Laboratories need to make sure that their products; known as drugs are well-known and recognizable for healthcare specialists in order to increase their sales and market share, and ultimately, provide better healthcare solutions to patients.

3.2 General public information

When a new drug is released to the market, a communication that targets the general public is a must in order for patients to take advantage of the latest therapeutic developments, this communication should provide patients with information regarding the health concern that the medicine or drug is meant to address. Patients who are well-informed are more likely to consult their doctors and take the recommended medications. . Regardless of its importance; communicating with the large public can be highly regulated and restricted.

3.3 Corporate communication

The need to promote the reputation, values, and identity of a pharmaceutical company is becoming increasingly important. The number of stakeholders involved has increased and in order to guarantee that they all perceive the value of the company's products and the significance of their continuous usage, it is crucial for businesses to properly communicate with them.

Keeping in mind the characteristics of drugs; advertising the latter is subject to a double control: an internal control within the pharmaceutical company, ensured by the regulatory affairs department, and an external control ensured by a supervisory authority. ¹

4 Different objectives of the pharmaceutical communication

Following the AIDA method already presented in the previous section; a pharmaceutical communication has several objectives depending on the level of the communication. ²

- **Attention:** doctors and healthcare specialists need to be informed of the presence of this product, this can be achieved through advertising, sales representatives, or other

¹ COUPEVENT (M) : La communication sur les médicaments, thesis for obtaining the title of doctor of pharmacy (state diploma), ANGERS university, 2014, p.47

² Ibid, p.265

promotional activities that they know its field of action, its dosage, its side effects, its benefits compared to previous products and competitors.

- **Interest:** it aims to generate interest in the drug by providing information on its benefits, how it works, its dosage, potential side effects, and how it compares to other drugs in its category.
- **Desire:** it aims to create a desire in the doctor to prescribe the drug to their patients by highlighting its unique selling points, such as improved efficacy, fewer side effects, or easier administration.
- **Action:** it involves encouraging the doctor to take action by prescribing the drug to their patients. This can be achieved through follow-up communications, continuing education, or other forms of support.

5 The target of the pharmaceutical communication

Following the continuous development of the healthcare sector; pharmaceutical businesses increasingly include a wider variety of stakeholders in their communication strategies than simply the traditional target market of prescribers and hospital pharmacists. . These stakeholders include: ¹

5.1 General Practitioners

Pharmaceutical companies now aim to communicate directly with general practitioners who play a crucial role in prescribing medications and managing patient care.

5.2 Neighbourhood Pharmacists

Communication efforts also target pharmacists working in community pharmacies, as they often provide valuable guidance to patients regarding medication use and potential side effects.

5.3 Hospital and Community Nurses

Nurses are important stakeholders in pharmaceutical communication, especially in the hospital and community settings, as they administer medications and educate patients on their proper use.

¹ The pharmaceutical branch faced with its changes: <http://www.fb-ingenierie.fr/sites/default/files/rpfiles/la-branche-pharmaceutique-face-a-ses-mutations.pdf> (consulted the 2023/05/02 at 10.47)

5.4 Financing Agencies

Pharmaceutical companies must engage with various financing agencies, such as insurance companies and government healthcare programs, to ensure reimbursement for their products. Communicating the value and efficacy of their medications becomes crucial in this context.

5.5 Regulatory Bodies

Compliance with regulatory regulations is essential in the pharmaceutical industry. Companies need to communicate with regulatory bodies to ensure adherence to guidelines and obtain necessary approvals for their products.

Several reasons, including the growing importance of patient-centric healthcare models, the introduction of digital communication platforms, and the expanding emphasis on health economics and outcomes research, have contributed to this expansion of the target audience for pharmaceutical communication. In order to satisfy the interests of these many stakeholders and to be in compliance with regulatory regulations, pharmaceutical businesses must modify their communication strategies and messaging.

The expansion of the target audience for pharmaceutical communication is driven by factors such as:

- **Patient-Centric Healthcare:** Patients' increasing empowerment and desire for information about their medications and treatment options necessitate their inclusion in pharmaceutical communication.
- **Digital Platforms:** The introduction of digital channels, like websites, social media, and mobile apps, has created new avenues for direct communication between pharmaceutical companies and their target audience.
- **Health Economics and Outcomes Research:** The growing emphasis on evaluating the cost-effectiveness and real-world impact of medications requires pharmaceutical companies to communicate the value and benefits of their products to healthcare decision-makers.

To meet the diverse stakeholders' interests and regulatory requirements, pharmaceutical businesses must adapt their communication strategies. They should provide accurate, transparent, and tailored information to each target group while maintaining ethical and legal standards.

6 The means of the pharmaceutical communication

While pharmaceutical communication is subject to strict regulation and guidelines, it is still necessary for companies to effectively communicate with healthcare professionals and patients. This requires careful consideration of the most appropriate communication channels, based on the specific target audience and communication objectives. By selecting the right channels and methods, companies can ensure that the information they provide is not only accurate and impartial, but also relevant and impactful for its intended audience. This is critical for enabling healthcare professionals to make informed decisions about patient care, and for empowering patients to make informed choices about their health and treatment options.

6.1 Media communication channels

6.1.1 Pharmaceutical advertising

Pharmaceutical advertising is a form of marketing that strives to spread awareness of prescription medications and medical equipment among consumers and healthcare professionals. Strict regulations are in place to guarantee that the information communicated is accurate, balanced, and not misleading. It is a highly regulated sector of advertising.

The advertising in the pharmaceutical sector can target three different audiences with different goals. The first type of advertising is specifically aimed at healthcare professionals such as doctors, pharmacists, dentists, and midwives who have the authority to prescribe and distribute medications to patients. On the other hand, there is also advertising that targets individuals who use over-the-counter medications, which are medications that do not require a prescription from a doctor. While pharmaceutical companies primarily advertise their drugs, they may also need to communicate about other topics such as the diseases their drugs treat or information about the company itself, for a variety of reasons.

Types of pharmaceutical advertising can be implemented:

- **The informative advertising:** used in the beginning of a product's life cycle to make it known by presenting the objective advantages of the product.
- **The persuasive advertising:** it dominates in competitive environments and can take the form of comparative advertising.
- **Reminder advertising:** is practiced in the maturity phase to keep the product in the minds of consumers.

- **After-sales advertising:** it aims to reassure the customer and confirm the idea that they made the right choice.

6.1.2 The medical press

Medical press is one of the communication channels that receives significant budgets for advertising.¹

Both professional and general public press are fast and efficient means of spreading advertising and institutional messages. The pharmaceutical industry has been using the press for a long time to reach out to doctors and pharmacists. It is a tried and tested medium that has proven to be effective in disseminating information.

6.1.3 Broadcast and radio media

Media channels can be used as a means of communication with the general public, similar to the press. However, there are limitations on the use of media channels, as they can only advertise healthcare products that do not require a medical prescription, commonly referred to as over-the-counter drugs.

6.1.4 Magazines

These are periodic publications used by pharmaceutical companies with the aim of:²

- Raising awareness of the company by publishing articles about the group's performance, achievements, partnerships, significant events, etc.
- Raising awareness of the company's products through advertising messages.

6.1.5 The internet

The commercial strategies on the internet, also involving medication, include a range of communication possibilities that can be used to access information on drugs, discuss their uses and effects. These digital channels can be used to reach a large audience and provide them with valuable information about the company's products and services.

6.1 Non-media communication channels

6.1.1 Public relations

In the pharmaceutical industry, press relations are a common strategy for promoting new products and are the second-largest investment after medical visits. They include press

¹ HARBOUN (C): Op.cit, p.61.

² ROMAND (C-E): Op.cit, p.68.

conferences, editorials, organized events, sponsorships, non-profit activities, and publications. Public relations are particularly useful in the launch of new products, and their effectiveness can have a significant impact on a product's success, often more so than advertising efforts.

6.1.6 Direct marketing

It might be difficult for businesses to stand out given that pharmaceutical companies send out a lot of promotional materials to healthcare professionals. To get around this, marketing teams need to consistently create cutting-edge tactics and provide special incentives to get healthcare professionals to interact with their brand. An increasingly common strategy for achieving this aim is the use of online venues like the internet.

CRM has been introduced to the pharmaceutical industry as a means of managing customer relationship.

Pharmaceutical companies use various direct marketing methods to promote their products, including:

- Email marketing: sending promotional emails directly to healthcare professionals or patients.
- Direct mail: sending physical mailings such as brochures or product samples to targeted recipients.
- Telemarketing: making phone calls to healthcare professionals or patients to promote products or services.
- Digital advertising: using online platforms such as social media or search engines to target specific audiences with ads.
- Text message marketing: sending promotional text messages to healthcare professionals or patients.

6.1.2 Sales force

Within the pharmaceutical sector, the sales force primarily comprises pharmaceutical representatives. These representatives have access to a range of channels through which they can engage with healthcare professionals and promote pharmaceutical products. The main channels available to the sales force of pharmaceutical laboratories include:

- **Medical visit:** By engaging in face-to-face meetings with healthcare professionals, pharmaceutical representatives play a pivotal role in informing them about products and

exerting influence over their prescribing choices. ¹ This personal interaction is a significant communication expense for pharmaceutical companies. The medical representatives serve as the primary point of contact with doctors, taking on the responsibility of providing information, promoting drugs, and ensuring their appropriate usage. They serve as ambassadors, embodying the company's image to healthcare professionals.

- **Pharmaceutical visit:** Pharmaceutical visits are a way to boost the dispensation and sales of medicines. Representatives from pharmaceutical companies visit pharmacies to showcase their products to pharmacists. They carry purchase orders that enable pharmacists to buy medicines directly from the companies, bypassing the need to go through wholesalers. This allows pharmacies to benefit from more favorable commercial terms, which are often linked to the volumes purchase. ²

To ensure a successful medical or pharmaceutical visit, pharmaceutical companies provide various promotional materials to their representatives:

- **Visiting argument:** This is a crucial promotional message developed by the general director in collaboration with the product manager. It is specifically designed for prescribers during medical visits conducted by the representatives.
- **Posters:** These promotional materials are predominantly displayed in pharmacies, wholesalers, healthcare centers, and hospitals. Posters primarily highlight the medication's packaging and name, aiming to capture attention and reinforce brand recognition.
- **Medical brochures:** These informative materials, in the form of leaflets or flyers, concentrate on presenting the product's properties and providing guidance on its usage. They offer concise and relevant information to healthcare professionals.
- **Dosage sheets or labeling:** A dosage sheet serves as a vital tool to ensure doctors associate the medication with the appropriate condition. Accompanying other materials, each product presented should be accompanied by its corresponding dosage sheet. It includes details about the drug's composition, indications, contraindications, pharmacological properties, recommended dosage, administration method, treatment duration, and potential side effects. Additional elements such as diagrams, medical

¹ SERRE (MP) and WALLET-WODKA (D): op.cit, p.283-284

² <https://www.leem.org/definition-du-metier-de-visiteur-medical> (consulted the 2023/05/03 at 9.30)

illustrations, study results, or information related to the specific medical condition may also be included.

- **Free samples:** Providing free samples of medications is an enticing promotional tactic due to their no-cost nature. These samples allow patients or doctors to try the product first-hand, increasing their familiarity and potentially leading to future usage and purchases.

6.1.7 Events

Participation in conferences is an important element of a pharmaceutical company's notoriety, and most companies invest significant sums of money each year to attend events that are relevant to their products. Conferences provide a rich source of information and opportunities, including the ability to observe competitors, improve knowledge, make contact with key opinion leaders, and connect with doctors.

6.1.8 Collaborating with associations

Pharmaceutical companies often collaborate with various associations, such as patient advocacy groups, professional organizations, and disease-specific foundations. These collaborations can provide mutual benefits, as the pharmaceutical companies can gain insights into the needs and perspectives of the patients and healthcare providers they serve, while the associations can benefit from the companies' resources and expertise. Such collaborations can take various forms, including funding for research and education, sponsorship of events and programs, and joint initiatives aimed at improving patient care and outcomes. However, there can also be ethical concerns related to these collaborations, such as conflicts of interest and undue influence on medical decision-making.

Conclusion

This chapter served the purpose of engraving and expanding the pre-acquired knowledge as well as delving into the world of pharmaceutical marketing and uncovering its unique characteristics. Throughout our analysis, we have deepened our understanding of this form of marketing and the specific strategies that are used to promote pharmaceutical products.

In conclusion, just like any other sector in the business world, marketing and communication play a crucial role in determining the success of a company in the pharmaceutical sector. The ability to effectively market a product or service and well communicate the information can make or break a business, regardless of the industry in which it operates. It is through marketing and effective communication strategy that a company is able to build brand awareness, attract customers, and ultimately generate revenue. Thus, it is essential for companies to invest in and continuously evaluate their marketing efforts to ensure they are effectively reaching and engaging their target audience.



**Chapter 03: Analysis of
Stratan®'s communication strategy**

Introduction

As mentioned earlier, our study revolves around Stratan®, a product developed by EL KENDI laboratories in the pharmaceutical industry. In the first section of this chapter, our goal is to offer a thorough comprehension of the global pharmaceutical market, specifically emphasizing the Algerian pharmaceutical market and the generic drug sector. We will conduct an analysis of the market's size, distinctive characteristics, key industry players, and the regulatory framework governing the pharmaceutical sector both globally and in Algeria. Following that, we will provide a comprehensive overview of EL KENDI laboratories.

Subsequently, we will shift our focus to Stratan®, the primary subject of our study, examining its launch process, mix marketing, and the communication strategy employed by EL KENDI to effectively introduce and promote Stratan® in the market.

The final section of this chapter will be dedicated to presenting the results of the field survey conducted to assess the effectiveness of the communication strategy implemented during the launch phase of Stratan®.

Section 01: Presentation of the pharmaceutical market and the host entity

This section provides an overview of the global pharmaceutical market, the pharmaceutical market in Algeria, and the significance of the generic pharmaceutical industry. Additionally, it presents the host entity; EL KENDI laboratory.

1 The global pharmaceutical industry

The global pharmaceutical sector is a dynamic and rapidly growing industry that is essential to healthcare worldwide.

1.1 Presentation

We start by defining the pharmaceutical industry, the discovery, development, and manufacture of drugs and medications (pharmaceuticals) by public and private organizations ¹

The pharmaceutical industry is a sector responsible for the design, manufacturing, packaging, and commercialization of products and services used for the prevention and treatment of diseases. ²

It is considered as one of the largest and most profitable industries in the economic sectors; considered as an important element of economic growth worldwide. Its major activities include research, manufacturing, and commercialization of drugs for human and veterinary health ³

The global medicine market, also known as the pharmaceutical market, refers to the industry that encompasses the research, development, production, marketing, and distribution of medications used for therapeutic purposes. This market includes prescription drugs, over-the-counter medications, and other healthcare-related products.

1.2 The characteristics of the pharmaceutical industry

The pharmaceutical industry stands out as a unique sector with its own set of distinguishing characteristics as it is widely known for its dedication to finding new and innovative medicines to help people. The characteristics are the following: ⁴

¹ <https://www.britannica.com/technology/pharmaceutical-industry> (consulted the 2023/05/11 at 00.10)

² Encarta Encyclopedia, 1997, CD-ROM.

³ Ministry of Health, the pharmaceutical industry: current situation, challenges, and major trends, worldwide and in Algeria, January report 2011.

⁴ VALERIE MARIONNET (A) : « PME, Innovation technologique et secteur d'application », N°27, 2004, p.5.

1.2.1 The drug as a very specific consumer product

As mentioned in the first chapter; medication is a highly regulated product with unique characteristics, as it serves a fundamental need: health. Its primary focus on public health sets it apart from other consumer goods, as it is subject to different market laws and regulations.

1.2.2 Strong regulation

Stringent regulations govern the pharmaceutical industry, encompassing various stages of the drug's lifecycle. These regulations cover manufacturing controls, patent rights, advertising restrictions, public registration procedures, and pricing regulations. Every aspect of drug production, from research and clinical trials to manufacturing and registration, adheres to well-defined standards at both national and international levels.

1.2.3 Market structure

Due to several variables, the pharmaceutical business has a considerable market effect. The first factor that adds to its power is the distinctiveness of its product, drugs. Additionally, the sector functions in an oligopoly system where a few dominating companies control a sizable portion of the market and reap a variety of benefits. In such an oligopolistic market structure, there is a limited number of suppliers or manufacturers who control the market, while there is a large customer base comprising numerous demanders.

2 The global drug market

In 2021, the global pharmaceutical market reached \$1.291 trillion in revenue, growing by more than 6.8% compared to 2020.

The North American market remains the largest with 47.2% of global sales, far ahead of the European market, which accounts for 24.5% of market share. China accounts for 9.7% of market share, while other countries in the Asia-Pacific region represent 13.2%.¹

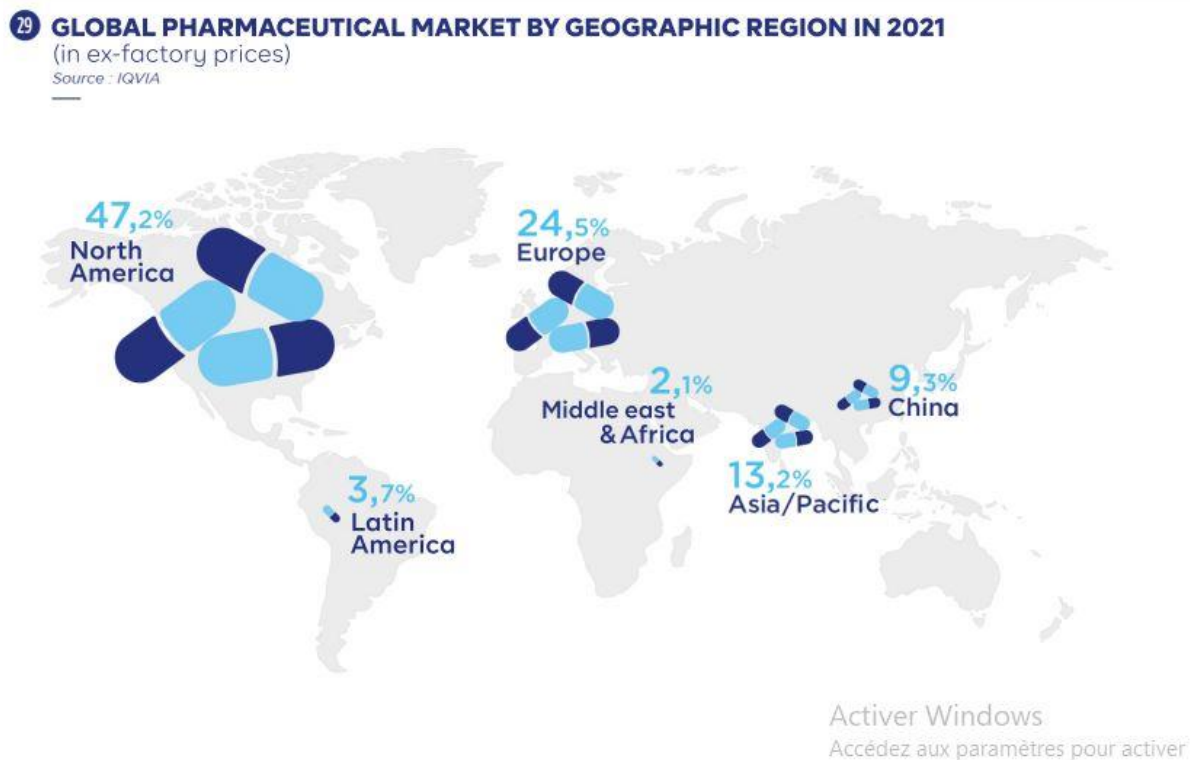
It is evident that the North American market is in a leading position, accounting for almost half of the global market, followed by the European market (including Germany, France, Italy, the United Kingdom, and Spain), China, and finally the Asia-Pacific region.

New markets are emerging on the global pharmaceutical scene, such as Algeria, Colombia, Saudi Arabia, Nigeria, and South Africa. "These countries are developing, experiencing

¹ <https://www.leem.org/marche-mondial> (consulted the 2023/05/10 at 14.20)

relatively sustained economic growth, and implementing aid systems often targeted towards the poorest populations, notes Vincent Bildstein; President of IMS Health France.¹

Figure 6: Global pharmaceutical market by geographic region in 2021



Source: <https://www.leem.org/marche-mondial> (consulted the 2023/05/10 at 14.36)

2.1 The major pharmaceutical groups worldwide

The following table provides a comprehensive overview of the leading pharmaceutical companies on a global scale. It highlights the impressive revenue figures and market shares of these key players:

¹ <https://www.lefigaro.fr/flash-eco/2014/03/14/97002-20140314FILWWW00309-pharmacie-le-marche-mondial-va-croitre.php> (consulted the 2023/05/11 at 01.04)

Table 2: Top 10 global pharmaceutical companies in 2021

			Revenue in net sales excluding taxes (Md\$)	Market share
1	ABBVIE	United States	66.5	5.2%
2	JOHNSON & JOHNSON	United States	66.5	5.1%
3	NOVARTIS	Switzerland	57.0	4.4%
4	BRISTOL MYERS SQUIBB	United States	48.0	3.7%
5	ROCHE	Switzerland	47.4	3.7%
6	SANOFI	France	46.6	3.6%
7	MERCK & CO	United States	44.3	3.4%
8	GLAXOSMITHKLINE	United Kingdom	42.9	3.3%
9	NOVO NORDISK	Denmark	41.3	3.2%
10	LILLY	United States	40.8	3.2%

Source: <https://www.leem.org/marche-mondial> (consulted the 2023/05/10 at 15.03)

After observing the table; we note the dominance of companies from the United States among the leading players, which indicates the strong presence and influence of American pharmaceutical firms on the global stage.

3 The Algerian drug market

3.1 Presentation

As the second-largest pharmaceutical market on the African continent after South Africa, Algeria boasts annual sales totalling 3 billion dollars. With its substantial hydrocarbon reserves, Algeria is particularly attractive to international pharmaceutical groups.¹

¹ <http://www.santemaghreb.com/algerie/poivue92.htm> (consulted the 2023/05/10 at 16.00)

In just a few decades, Algeria has established itself as a prominent pharmaceutical producer in Africa. ¹

In 2021, the pharmaceutical industry in Algeria achieved a remarkable milestone by producing medications worth over 2.5 billion euros. This substantial production played a vital role in fulfilling 70% of the Algerian population's demand for generic medicines. However, addressing the remaining 30% presents a distinct challenge, as it involves the development of innovative and specialized products. Idir BOUTMEUR, the head of R&D at Biopharm, highlights the importance of strategic investments in resources, research facilities, and human expertise to drive forward these intricate and ground-breaking advancements in the pharmaceutical sector.

Algeria aims to produce locally nearly 80% of the needs of the national drug market by the end of 2024, giving priority to drugs treating chronic diseases, according to the Minister of Pharmaceutical Industry, Ali AOUN, speaking in Algiers. ²

3.2 The size of the medicines market:

In 2020, the national pharmaceutical market accounted for 4.3 billion USD, including 2 billion USD in imports and 2.3 billion USD in local production. This marks a significant increase from less than 568 million dollars in 2000, reflecting a growth rate of 657.04% over a span of 20 years. This growth is driven by both imports and local production. ³

Figure 7: Evolution of the Algerian pharmaceutical market size



Source: ZIANI (L): The Medicine's Industry in Algeria: State of Play and Constraints

¹ <https://fr.euronews.com/2022/09/19/algerie-une-industrie-pharmaceutique-en-plein-developpement#:~:text=En%20quelques%20d%C3%A9cennies%20l'Alg%C3%A9rie,besoins%20du%20pays%20en%20g%C3%A9n%C3%A9rique.> (Consulted the 2023/05/10 at 16.25)

² <https://www.aps.dz/sante-science-technologie/150636-medicament-la-production-locale-couvrira-80-marche-national-d-ici-fin-2024> (Consulted the 2023/05/11 at 9.30)

³ ZIANI (L) : The Medicine's Industry in Algeria: State of Play and Constraints, University of Bejaia, Algeria, 2021, p.430

3.3 The different regulatory agencies in the field of pharmaceuticals

The pharmaceutical field is subject to rigorous regulation to ensure the safety, efficacy, and quality of medicines and healthcare products. Various regulatory agencies play a vital role in overseeing these aspects globally.

We mention the following ones on a global level:

3.3.1 (WHO) world health organisation

A specialized agency of the United Nations responsible for international public health. The United Nations agency that connects nations, partners and people to promote health, keep the world safe and serve the vulnerable. ¹

3.3.2 (FDA) Food and Drug Administration

A regulatory agency in the United States responsible for ensuring the safety, efficacy, and quality of pharmaceutical drugs, medical devices, food, and cosmetics. ²

In Algeria, the pharmaceutical sector is subject to the oversight of various regulatory bodies. These regulatory bodies play a crucial role in ensuring compliance with regulations and standards in the industry.

3.3.3 (MIPP) Ministry of Industry and Pharmaceutical Production

A government ministry responsible for overseeing and regulating the industrial and pharmaceutical sector in Algeria.

A reform of the regulatory and legislative framework has been implemented since the establishment of the Ministry of Industry and Pharmaceutical Production, encompassing the entire drug manufacturing process. ³

3.3.4 (NAPP) National Agency for Pharmaceutical Products:

A regulatory body that operates in Algeria.

Its mission is the registration of pharmaceutical products and the granting of the registration decision and its renewal, and, if necessary, its suspension, withdrawal, transfer, and assignment, after the opinion of the pharmaceutical products registration commission. ⁴

¹ <https://www.who.int/about> (consulted the 2023/05/11 at 10.03)

² <https://www.fda.gov/about-fda/what-we-do> (consulted the 2023/05/11 at 10.14)

³ <https://www.miph.gov.dz/fr/> (consulted the 2023/05/11 at 10.46)

⁴ <https://www.anpp.dz/presentation.html> (consulted the 2023/05/11 at 10.27)

3.3.5 (MLESS) Ministry of Labor, Employment, and Social Security:

A government department responsible for the formulation and implementation of policies related to labor, employment, and social security.

The Algerian social security system is based on the principles of redistribution and solidarity, which translates into 34 million social security beneficiaries and dependents, representing a rate of 80% of the population. ¹

The functions of social security encompass various areas, including health insurance, maternity benefits, disability benefits, death benefits, occupational accidents and diseases, retirement, unemployment benefits, and family benefits. Regarding health insurance, it provides two types of benefits: cash benefits, which compensate for lost income during a temporary inability to work, and in-kind benefits, which cover healthcare expenses for the insured and their dependents. Among the in-kind benefits, medication reimbursement is one of the significant services provided.

In Algeria, the reimbursement system known as "third-party payment" was introduced in 1985. It allows insured individuals to obtain their medications from affiliated pharmacies. The reimbursement process operates in two ways: free of charge for those covered at a 100% rate, and with a 20% co-payment for those covered at 80%. The reimbursable medications are determined by an inter-ministerial decree and must be prescribed by a doctor.

3.4 Regulatory Framework for the Algerian Pharmaceutical Market

As stated in the previous title; several administrative departments have a significant and decisive influence on various levels of the Algerian pharmaceutical market. ²

3.4.1 From registration to marketing authorization (referred to as registration decision or «RD» in Algeria)

The registration of pharmaceutical products is a crucial step in the regulatory process governing their entry into the market in Algeria. This initial phase involves evaluation by the different regulatory agencies. Following a successful assessment, the registration decision is issued in the name of the manufacturing laboratory. This decision serves as a gateway, ensuring

¹ International Review of Business and Economic Strategy (LIBES), p 92-102.

² ZERHOUNI (M) et EL ALAMI FELLOUSSE (A) : vers un marché maghrébin du médicament, Institute for Economic Prospective of the Mediterranean World (IPEMED), 2013 report, p.23-25

compliance with regulations before the medication can be prescribed, sold, or administered in the country.

3.4.2 Regulation of Quality Control

Specifically noteworthy are:

- Executive Decree 92-65 of February 12, 1992, which pertains to the control of conformity for locally manufactured or imported products.
- Executive Decree 93-140 of June 14, 1993, which establishes the creation, organization, and functioning of the National Laboratory for the Control of Pharmaceutical Products. This decree is crucial as the public institution plays a regulatory role in the entire pharmaceutical market.
- Executive Decree 96-355 of October 19, 1996, which establishes the creation, organization, and functioning of the network of laboratories for testing and analysis of quality.

3.4.3 Regulation of Imports

The importation of medication remains one of the few consumer goods that still necessitates prior administrative authorization. There are three distinct categories of measures related to this authorization. The first category focuses on the straightforward control of import operations, ensuring proper oversight. The second category aims to promote the development of generic products in the Algerian market, emphasizing quality objectives. The third category pertains to safeguarding local production.

4 The Algerian generic market

The Algerian generic drug market is a growing and promising sector within the country's pharmaceutical industry.

4.1 Presentation of the Algerian generic market

Algeria, with a population of around 43 million in 2018, is the most populous country in the Maghreb and the second largest in North Africa.¹ This makes it an attractive market for pharmaceutical companies, whether local or foreign. The demand for medication in Algeria continues to rise each year due to various factors, such as population growth, increasing cases of non-communicable diseases, widespread healthcare coverage, and satisfactory healthcare services for citizens.

¹ AISSAOUI (N): The Algerian pharmaceutical market; specifics and characteristics, Review of Studies and Research in Logistics and Development, University of Oum El Bouaghi, Algeria, 2020 edition, p.57.

Generic medications provide governments with the opportunity to contain pharmaceutical expenses, as generics are typically 10 to 80% cheaper than branded drugs. The Algerian pharmaceutical market has experienced a 15% growth in recent years, yet it remains relatively small on a global scale. ¹

According to Dr. MOUZALI Mohamed Chafik, a representative from a local production laboratory; the local production of generic medications, which now covers a significant portion of the national market's needs, has contributed to reducing the importation costs of medications and ensuring their availability to citizens at reasonable prices. ²

Table 3: The top ten pharmaceutical producers in Algeria in 2017

Manufacturer	Amount in millions of dollars	Rate
EL KENDI	255.70	13.97
HIKMA	141.55	7.73
SAIDAL	130.59	7.13
SANOFI	129.56	7.08
PHARMALLIANCE	96.92	5.29
MERINAL	96.91	5.92
BEKER	88.03	4.81
BIOCARE	58.43	3.19
FRATER RAZES	57.42	3.14
PFIZER	56.85	2.97

Source: ZIANI (L): The Medicine's Industry in Algeria: State of Play and Constraints

¹ GACHOUT (L), DIAYE (MA) and BENBRAIKA (A): LES MEDICAMENTS GENERIQUES EN ALGERIE UN MARCHE EN PLEIN ESSOR, Review of Business Sciences, special number 01, 2017, p.1.

² <https://www.aps.dz/sante-science-technologie/141251-la-production-locale-de-medicaments-generiques-couvre-un-taux-important-des-besoins-nationaux> (consulted the 2023/05/13 at 23.42)

4.2 The Algerian generic drug policy

The Algerian government has launched an investment policy in the pharmaceutical sector to encourage and promote the production and consumption of generic drugs.¹ According to experts, around 31% of the Algerian population uses medications, and the market for generic drugs in Algeria is valued at approximately 890 million dollars. Although this market represents only 38% of the total pharmaceutical market in terms of value, it accounts for two-thirds of the total medications sold in terms of volume. To fill the gap in the local market, the government spends almost 1.3 billion euros annually on importing medications and other pharmaceutical products. The Algerian market was estimated to be around 209 billion dinars (2.94 billion dollars) in 2013, with an annual growth rate of 10%.

The Algerian government aims to guide upcoming investments towards these markets. In terms of investments in the sector, there are currently 85 units producing medications and 150 molecules in the process of being manufactured. If the sector successfully reaches its target of establishing 120 medication production units within the next three years, Algeria has the potential to become a prominent hub for the pharmaceutical industry in the Mediterranean region.

The Algerian generic drug policy aims to regulate medication costs, ensure access to safe drugs, and promote the production and use of generic medications. The government has implemented measures such as regulating sales margins, establishing reference pricing, and prohibiting the importation of locally manufactured drugs. These actions have led to reduced drug expenses without compromising healthcare quality. Additionally, the government is investing in the pharmaceutical sector to boost local production and position Algeria as a regional hub in the Mediterranean.

5 Presentation of the host entity

EL KENDI is an Algerian pharmaceutical company founded in 2009. It is a leading player in the industry, known for producing high-quality medications and driving innovation. With over 1,100 skilled employees, EL KENDI has established itself as a trusted name in healthcare sector.

¹ BOUKLI (HN): « Le positionnement stratégique du médicament générique, thesis for the attainment of a Magister degree (Option: International Marketing), Faculty of Economic, Management and Commercial Sciences. ABOU-BEKR BELKAID, Tlemcen, 2011, p.34. 39

The company has made a significant investment in the Algerian pharmaceutical sector with a state-of-the-art manufacturing facility in the Sidi Abdellah industrial zone. The facility, valued at \$100 million, meets international standards and has received approval from the Food and Drug Administration (FDA) for its stringent manufacturing processes.

EL KENDI offers a diverse range of medications, including tablets, capsules, liquids, creams, and gels. It is also expanding into injectable medications, with a particular focus on producing oncology drugs and Biosimilars.

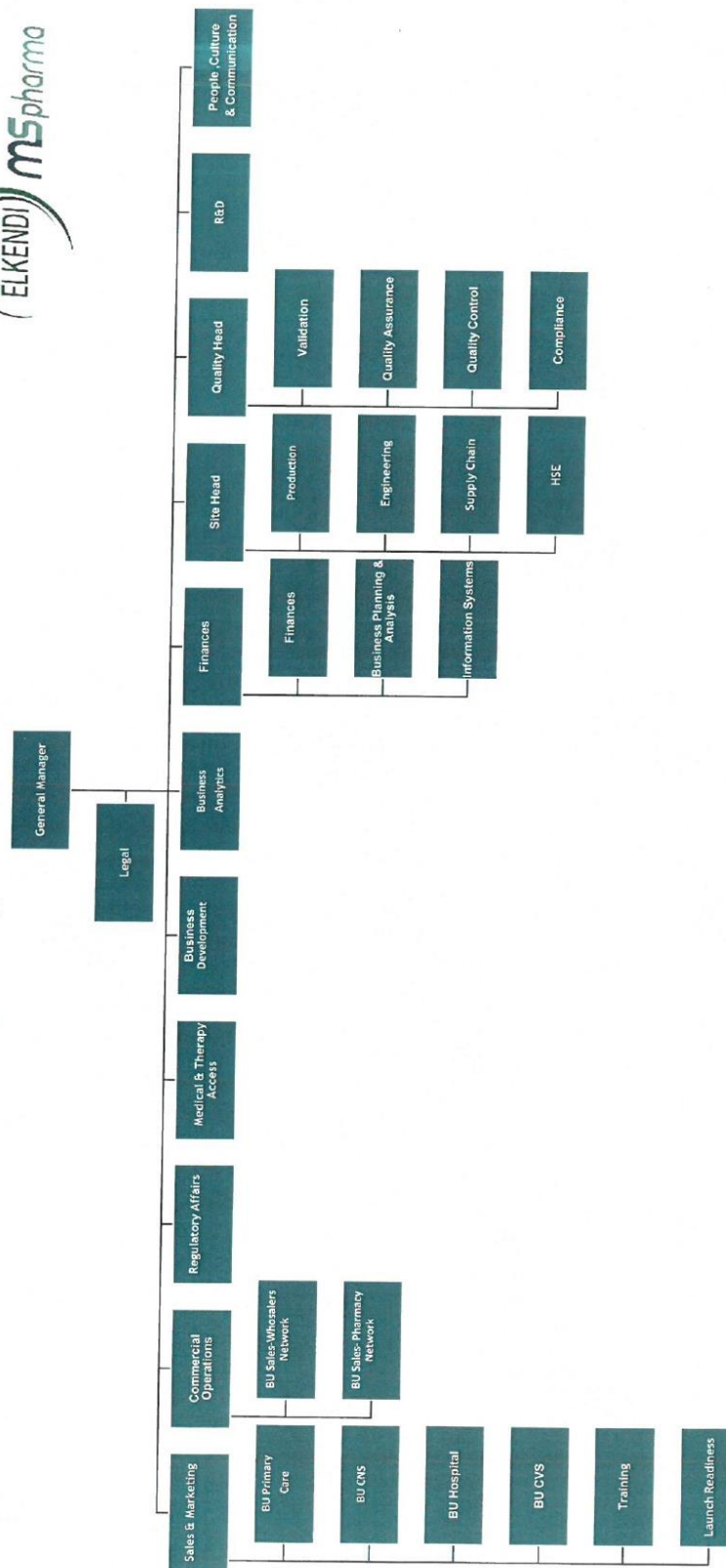
As one of the top three pharmaceutical companies in Algeria, EL KENDI has recently joined forces with the renowned regional pharmaceutical group, MS Pharma. This strategic partnership enables EL KENDI to expand its presence in neighboring markets, such as Morocco, Tunisia, and other French-speaking African countries.

EL KENDI specializes in therapeutic areas such as the central nervous system, cardiology, urogynecology, oncology, and autoimmune diseases. The company is committed to continually enriching its product portfolio, including hospital supplies and biotechnology-based medications, to remain at the forefront of medical advancements.

EL KENDI is dedicated to improving healthcare outcomes, both in Algeria and beyond. With a focus on quality, innovation, and a highly skilled workforce, EL KENDI strives to make a positive impact on patients' lives by providing them with safe and effective medications.

Figure 8 : EL KENDI general structure

EL KENDI General Organogram



Section 02: The launch and the communication strategy of Stratan®

Our study is centred on Stratan®, the first generic medication in Algeria specifically designed to treat attention deficit hyperactivity disorder (ADHD). This medication has been developed by EL KENDI pharmaceutical laboratories and was launched in September 2022.

In this section, we will provide an overview of ADHD, its impact, and the challenges associated with its treatment. Additionally, we will examine the comprehensive analyses conducted during the launch process of Stratan®, with a particular focus on the communication strategy implemented by the laboratory to effectively introduce this product in the pharmaceutical market.

1 Presentation of the Attention Deficit/Hyperactivity Disorder

Attention Deficit Hyperactivity Disorder, also known as ADHD, is a neurodevelopmental disorder that affects both children and adults. It is characterized by persistent patterns of inattention, hyperactivity, and impulsivity that can significantly impact an individual's daily functioning and quality of life.

Studies have revealed varying rates of ADHD among youth, ranging from 1% to 13%. ADHD is three to four times more common in boys than in girls.¹

Individuals with ADHD often struggle with maintaining attention, organizing tasks, and regulating their impulses and activity levels. They may have difficulty staying focused on tasks, following instructions, and completing assignments. Additionally, they may exhibit restless and fidgety behavior, have trouble sitting still, and act impulsively without considering the consequences.

Among children diagnosed with ADHD, the distribution of the three symptoms is as follows: approximately 47% have trouble with attention, around 36% exhibit hyperactivity/impulsivity, and about 17% display a combination of all three symptoms.

ADHD can significantly impact various aspects of an individual's life, encompassing academic performance, work productivity, relationships, and overall well-being. It often results in challenges in social interactions, emotional regulation, and self-esteem. Nevertheless, with

¹ <https://www.camh.ca/fr/info-sante/index-sur-la-sante-mentale-et-la-dependance/trouble-deficitaire-de-l-attention-avec-ou-sans-hyperactivite#:~:text=Aper%C3%A7u-,%20Le%20trouble%20d%C3%A9ficitaire%20de%20l'attention%20avec%20ou%20sans%20hyperactivit%C3%A9,%20impulsivit%C3%A9%20et%20d'hyperactivit%C3%A9>. (Consulted the 2023/05/14 at 1.23)

appropriate diagnosis, treatment, and support, individuals with ADHD can successfully navigate their symptoms and experience a meaningful existence. The management of ADHD typically involves a comprehensive approach that combines medication, behavioral therapy, and educational interventions to optimize outcomes.

2 Market study for the launch of STRATAN

2.1 Technical analysis of « Stratan® »

THERAPEUTIC CLASS: Central-acting sympathomimetics.

INN: Atomoxetine

DOSAGE AND PRESENTATION: A box of 30 tablets; available with different dosages: 10mg, 18mg, 25mg, and 40mg.

INDICATION: Stratan® is indicated for the treatment of Attention-Deficit/Hyperactivity Disorder in children aged 6 and older and in adolescents as part of a comprehensive therapeutic approach. The treatment should be initiated by a specialist doctor experienced in managing ADHD. The diagnosis should be established based on the criteria outlined in the DSM-IV or the recommendations of the ICD-10.

ADMINISTRATION AND DOSAGE: Oral route, one tablet per day.

WARNING:

- Keep out of reach of children.
- Do not use after the expiration date mentioned.
- This medication should be stored below 30°C.

CONTRAINDICATIONS:

- Prohibited if you are allergic to the atomoxetine or any of the components of Stratan®.
- If you have taken a monoamine oxidase inhibitor (MAOI) medication in the past few weeks.
- If you have a condition called closed-angle glaucoma, which is characterized by increased pressure in the eye.
- Stratan® is prohibited for children under 6 years old.

MEDICAL UTILITY:

- Reimbursable

- Once-daily dosing

PRACTICAL INFORMATION: This medication is only dispensed with a prescription.

(See Appendix N01: Stratan® leaflet).

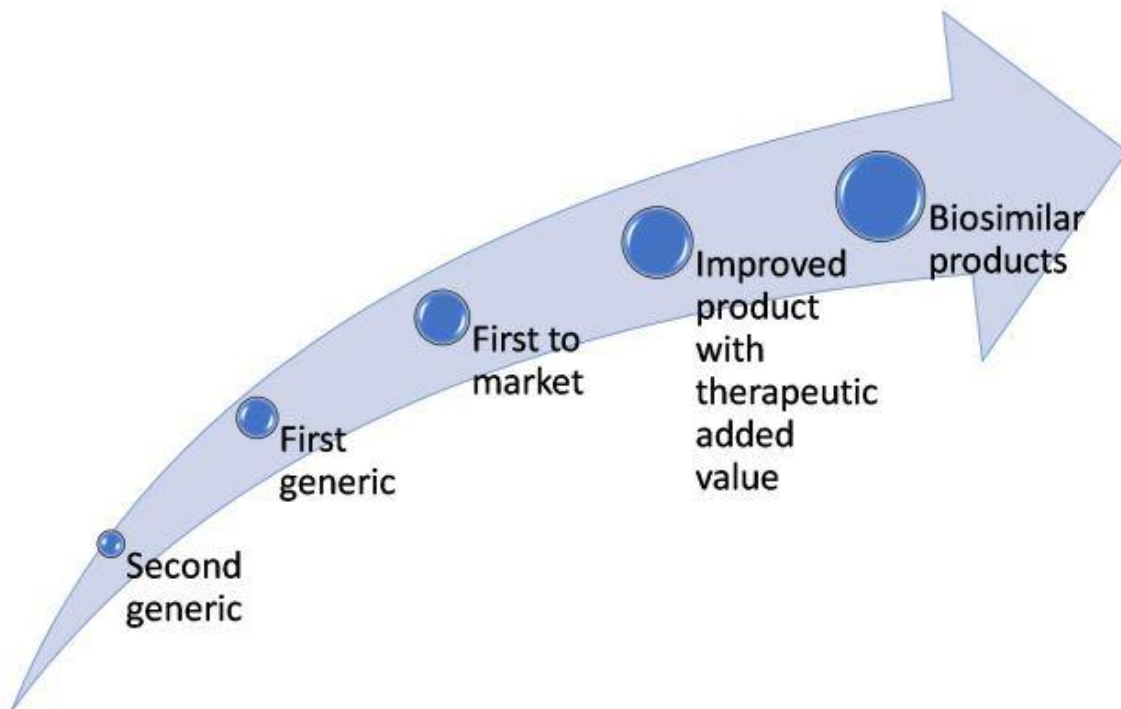
2.2 Competitive analysis

Analyzing competition is a crucial step in conducting market research. Thoroughly examining the competitive landscape is vital when introducing a medication or any other product.

To gain a better understanding of the launch of Stratan®, it is important to consider the context in which it was introduced.

The chosen strategy for Stratan® was the Blue Ocean Strategy. It was introduced into a relatively untapped market, with only one existing competitor, Strattera (of the group Eli Lilly). Furthermore, Stratan® positioned itself as the first generic medication in that market.

Figure 9: Market positions at the launch of the drug



Source: internal document of EL KENDI

The marketing team's initial step involves reviewing existing data from local and international studies, as well as available statistics. This analysis aims to identify target markets, determine potential competitors, and identify segments that can be effectively targeted for marketing purposes.

3 The STP approach

3.1 Segmentation

The segmentation of a healthcare product involves considering three key factors that are relevant and distinctive: the pathology, the clients (doctors and pharmacists), and the patients.

- Pathology: Stratan® is intended for a population affected by the attention deficit hyperactivity disorder.
- Clients: The relevant doctors include pedopsychiatrists, psychiatrists, neurologists, and pediatricians, as well as pharmacists.
- Patient: In the case of Stratan®, patient segmentation is not applicable. This is because patients are unable to procure the medication themselves as it is not available over the counter OTC.

When selecting doctors, two criteria are employed to segment them: "Potential Patients" based on the number of patients diagnosed with ADHD by the doctor, and "Product Affinity" indicating the frequency of prescribing El KENDI products. This categorization results in three types of doctors: Type "A" doctors are visited nine times, Type "B" doctors are visited six times, and Type "C" doctors are visited three times, all within a three-month cycle.

3.2 Targeting

In the realm of pharmaceutical marketing, a mass marketing approach is not suitable, particularly when dealing with a product intended for a specific population.

The target market for Stratan® lies within the class of Central-acting sympathomimetics.

3.3 Positioning

Stratan®: a first generic for the treatment of ADHD in Algeria. With its advanced formulation, Stratan® offers a comprehensive approach to managing the symptoms of ADHD, including improved focus, enhanced cognitive function, and reduced impulsivity. Designed to provide sustained efficacy throughout the day, Stratan® empowers the children to reach their

full potential academically, socially, and emotionally. Trusted by healthcare professionals, Stratan® stands as the preferred choice for safe and effective ADHD management.

4 Mix marketing of Stratan®

The marketing mix is essential for the success of pharmaceutical products. It encompasses the 4Ps (Product, Price, Place, and Promotion) and helps pharmaceutical companies develop effective marketing strategies.

4.1 Product policy of Stratan®

4.1.1 Product concept

As stated earlier, Stratan® is a pharmaceutical product that to treat Attention Deficit Hyperactivity Disorder ADHD, it is not considered as an over-the-counter OTC medication and therefore requires a prescription from a doctor. It is available in capsule form, with each box containing 30 capsules. The capsules are offered in varying dosages of 10mg, 18mg, 25mg, or 40mg.

4.1.2 Packaging

The packaging of Stratan® undergoes a meticulous design process, considering various factors. The Medical Department ensures the accuracy and compliance of the regulatory texts displayed on the packaging and leaflet, providing essential information to users. The Market Access Department evaluates and approves the overall packaging design, ensuring its alignment with the brand's image and objectives. The Manufacturing Department conducts a thorough analysis to assess the feasibility of producing the packaging, validating its cutting and shape through practical trials. Finally, once all necessary approvals and validations are obtained, the packaging materials are ready for use, meeting the highest standards of quality and regulatory requirements.

- **Fronts sides:** On the front sides of the packaging, there is a clear and legible font size used to display the product name " Stratan®" along with its INN, the number of tablets contained in the box and the administration route (oral), the logo of EL KENDI laboratories; representing the manufacturer of the product as well as the dosage of the medication within a distinct square, with each dosage differentiated by a specific color. The two sides of the packaging are designed to accommodate both Arabic and French languages, ensuring that the necessary information is available to a diverse range of users.

- **Sides:** On the side of the box, you will find detailed information about the composition of Stratan®. This includes the dosage of the medication, the list of excipients (inactive ingredients), important warnings and precautions, product designation, registration references, and the address of the manufacturer.

(See Appendix N02: Stratan® 10mg box packaging).

- **Patient leaflet:** The purpose of the patient leaflet is to provide information and address several important questions, such as:
 - What is the purpose of Stratan® and when is it used?
 - What are the essential details to know before administering Stratan®?
 - How should Stratan® be administered?
 - What are the potential side effects of Stratan®?
 - How should Stratan® be stored to ensure its effectiveness?

4.2 Price policy of Stratan®

The price of Stratan® is 6 781.35 DZD, and it has been approved by the Ministry of Health, Population, and Hospital Reform.

It is reimbursable only upon initial hospital prescription from specialized services in pedopsychiatry, psychiatry, pediatrics, and neurology, for the sole indication of ADHD in children diagnosed according to the criteria of the World Health Organization's International Classification of Diseases.

4.3 Distribution policy of Stratan®

Stratan® can be obtained by patients at pharmacies, but before it reaches the pharmacy, it undergoes several stages:

- **EL KENDI pharmaceutical Laboratory:** The medication is manufactured by EL KENDI laboratory and distributed to wholesalers.
- **Wholesalers:** These distributors receive the medication directly from the pharmaceutical laboratory and fulfill the supply needs of pharmacies by providing the requested quantities of the medication.
- **Pharmacies:** Once the medication is available at the pharmacy, it is sold to individual customers (patients) at the retail level.

- **Patients:** When patients have a medical prescription, they visit the pharmacies to obtain the necessary medication.

4.4 Communication policy of Stratan®

In the pharmaceutical industry, quality is a multifaceted concept that holds significant importance, particularly in the realm of communication. Its core goals encompass ensuring strong short-term profitability, maintaining or expanding market share, preventing competitors from entering the targeted market, and sustaining market leadership. These objectives form the foundation of a comprehensive approach to quality in pharmaceuticals, guiding strategies aimed at achieving business success and market dominance.

As Stratan® is a prescription-only medication, the most effective way to communicate about its launch is through doctors. They play a crucial role in prescribing medications to patients. By targeting doctors in the communication efforts, the laboratory can ensure that they are well-informed about Stratan®'s benefits, indications, and usage guidelines. This will enable them to make informed decisions and prescribe Stratan® appropriately to the patients who can benefit from it.

Effective communication with pharmacy professionals is just as crucial as communication with doctors in the healthcare industry. Regarding Stratan®, as the first generic medication to enter the market as a competitor to Strattera, it is crucial to establish strong connections with pharmacists.

To successfully launch Stratan®, a range of techniques from the pharmaceutical marketing toolbox were employed, tailored to meet these objectives.

4.4.1 Promotional materials

Promotional materials play an essential role in raising awareness and promoting Stratan®:

- **Mailing:** a targeted mailing campaign designed specifically for pharmacists and doctors. The mailing serves to provide detailed information about Stratan® and its benefits, ensuring that healthcare professionals are well-informed about the product.
- **ADV sheets and advertising materials:** These materials provide concise and informative content that highlights the key features, indications, and benefits of the product. They serve as handy references for healthcare professionals when discussing Stratan® with their patients.

(See Appendix N02: dosage sheet of Stratan®).

- **Stratan® banner:** an advertising material specifically designed to promote the Stratan®. It typically features compelling visuals, attention-grabbing graphics, and concise messaging to capture the attention of healthcare professionals and target audiences.

(See Appendix N03: Banner of Stratan®).

4.4.2 Medical visit

During visits to doctors, medical representatives play a crucial role in promoting the product and establishing its presence in the medical community. They employ the mentioned materials to effectively communicate the product's benefits, features, and indications. By delivering comprehensive information and addressing concerns or questions, their objective is to enhance awareness and knowledge among healthcare professionals. The product. By providing comprehensive information and addressing concerns or questions, their objective is to enhance awareness and knowledge among healthcare professionals.

4.4.3 Pharmaceutical visit

During interactions with pharmacists, the commercial representatives employ mailings and present attractive commercial packages. Their aim is to raise awareness, emphasize the benefits, and persuade pharmacists to support and stock the product in their pharmacies. By distributing promotional materials and offering enticing commercial deals, they strive to increase product visibility and drive sales.

4.4.4 Postgraduate Medical Education

(PME) short for postgraduate medical education, is an educational session that involves a specialist doctor delivering a comprehensive presentation on a specific medical condition and its corresponding INN. The purpose of PMEs is to provide continuing education and professional development for general practitioners. These sessions typically take place in a polyclinic, which serves as a conducive environment for knowledge sharing and interactive discussions. In the case of Stratan®, a series of 10 promotional PMEs have been conducted over the past few months across various regions in Algeria.

4.4.5 Focus groups

It serves as a critical tool utilized by EL KENDI to foster insightful discussions and establish effective communication channels regarding its products. During the launch of

Stratan®, EL KENDI organized focus group sessions to bring together the Head of the Neurology Business Unit, medical representatives, product managers, supervisors, doctors, and pharmaceutical professionals. The primary objective was to facilitate comprehensive communication and exchange of information about TDAH and the benefits of Stratan®.

4.4.6 Events and conferences

EL KENDI actively engages in promoting Stratan® during various conferences and events organized by the product managers of the Neurology Department. These gatherings, attended by doctors, pharmacists, and other relevant stakeholders, provide a platform to highlight the advantages and therapeutic benefits of Stratan®, while presenting the product to a wide audience.

4.4.7 Symposiums

An event specifically focused on topics related to healthcare, medicine, and the pharmaceutical field. EL KENDI leverages symposiums as a powerful platform to increase awareness and highlight the advantages of Stratan®.

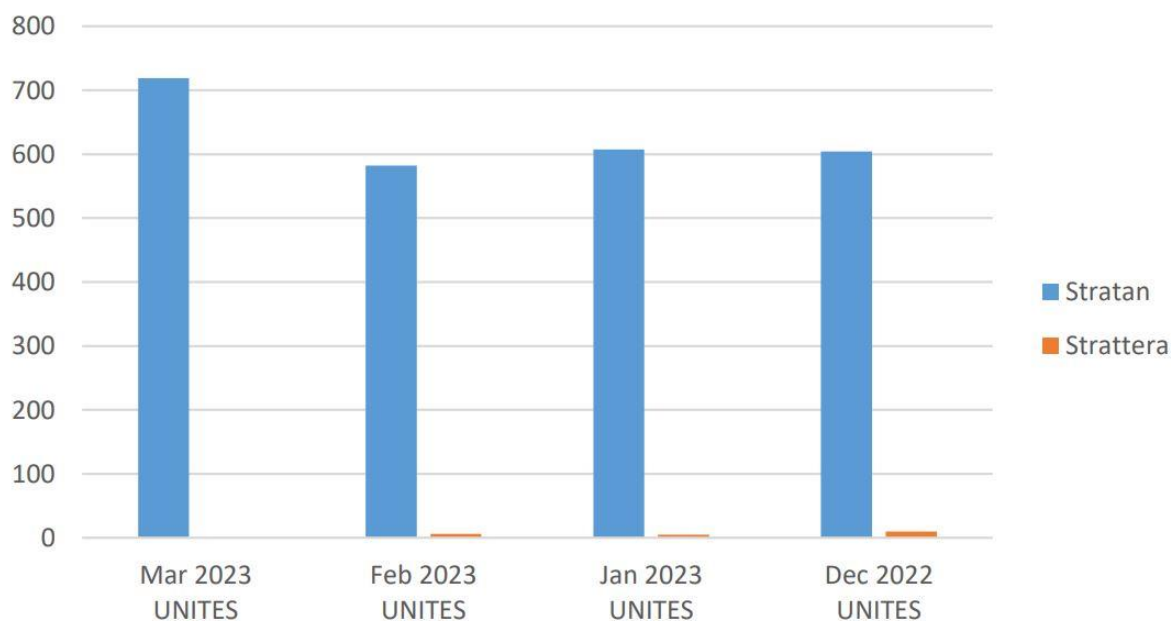
4.4.8 Round tables

Roundtable discussions featuring ADHD specialists provide a platform to promote Stratan® and discuss its benefits in managing ADHD symptoms.

5 Sales forecast

As the first generic medication to enter the market, Stratan® faces competition primarily from Strattera, manufactured by the American company Eli Lilly, in the realm of ADHD treatment. Its main objective is to capture a significant share of the market currently held by Strattera and establish itself as the preferred choice for patients with ADHD.

Figure 10: Evolution of unites sold of STRATAN and its competitor from Dec 2022 to Mar 2023



Source: elaborated on Excel from IMS data.

Table 4: Evolution of unites market share of Stratan® and its competitor from Dec 2022 to Mar 2023

	Mar 2023 UNITES Market Share	Feb 2023 UNITES Market Share	Jan 2023 UNITES Market Share	Dec 2022 UNITES Market Share
Stratan®	100,00%	98,98%	99,18%	98,37%
Strattera	0,00%	1,02%	0,82%	1,63%

Source: elaborated on Excel from IMS data.

Comment:

The primary competitor of Stratan® is the originator drug, Strattera, it was previously available in Algeria through imports. However, it has been experiencing supply shortages for the past few months, resulting in its limited availability.

Observing the supply shortage of Strattera, it is evident that Stratan® has successfully captured a significant portion of the market. The limited availability of Strattera has created an

advantageous opportunity for Stratan® to meet the demand and establish its presence. Consequently, Stratan® has emerged as the dominant player in the market, successfully achieving its objectives by capturing the entire market share in March 2023, marking just the fourth month since its launch.

Section 03: The filed study

In order to evaluate the communication strategies implemented by EL KENDI during the launch of Stratan®, we have opted for a quantitative study using a questionnaire survey methodology. This quantitative study will provide valuable insights into the effectiveness of the communication strategy employed by EL KENDI and contribute to enhancing the overall success of the Stratan® launch.

1 Presentation of the survey

1.1 Objective of the survey

Our research focuses on evaluating the effectiveness of the communication strategy during the launch of a new pharmaceutical product.

The overall objective of the survey conducted as part of our thesis is to analyze the opinions and perceptions of doctors and pharmacists to gain a better understanding of the positioning of Stratan® in the market compared to the competing product. By assessing the effectiveness of the communication strategy employed during its launch, the survey aims to provide insights into the impact of communication on the market presence and acceptance of Stratan® among healthcare professionals.

1.2 Methodology of the survey

To analyze the communication strategy implemented during the launch of a new pharmaceutical product Stratan®, we have employed a descriptive-analytical methodology in our study. This approach allows us to test initial hypotheses using quantitative research methods. Quantitative research focuses on measuring opinions and behaviors, typically through face-to-face surveys conducted on representative samples of the target population. By analyzing the numerical results obtained from these surveys, we gain insights and measurements related to the phenomenon being studied.

"To conduct a survey involves questioning individuals from the target population using a questionnaire designed in line with the intended objectives." ¹

1.3 Sampling method

1.3.1 The sample choice

Given the specific nature of our product, medication, our study was not suitable for a random population sample. Instead, we targeted a specific group of healthcare professionals: pedopsychiatrists, psychiatrists, neurologists, and pediatricians. This selection was made since the studied medication addresses a specific pathology related to these specialties. Additionally, we also included pharmacists in our study as they play a crucial role in the healthcare system and medication distribution.

As a result, our sample consists of:

- 80 doctors divided as follows: 30 pedopsychiatrists, 20 psychiatrists, 15 neurologists and 15 pediatricians.
- 40 pharmacists.

1.3.2 Data collection, location and duration of the survey

The investigation was conducted at various healthcare facilities, including pharmacies, hospitals, and doctors' offices. We conducted in-person visits to these locations to have face to face discussions with our target and gather more accurate data. The investigation spanned a period of 10 days.

To reduce the margin of error, we implemented two key strategies. Firstly, we aimed to increase the sample size significantly. This involved gathering data from a larger number of participants, ensuring a more comprehensive representation. Secondly, we focused on creating a representative sample by including a diverse mix of specialties relevant to the pathology under investigation. Additionally, we divided the sample across various wilayas in the northern region of Algeria as follows: Algiers (including Kouba, Algiers Center, and Cheraga), Boumerdes, Blida, and a portion of Tizi Ouzou. By adopting these approaches, we aimed to minimize the potential for sampling bias and enhance the accuracy of our findings.

¹ MARTIN (S) and VEDRINE (JP): Marketing et concepts clés, CHIHAB edition, Alger, 1986.p.67.

1.4 The structure of the questionnaire

To ensure the collection of pertinent data for our study, we employed two structured survey questionnaires specifically designed to align with the objectives of both our research and EL KENDI. These questionnaires consist of carefully crafted sets of structured questions tailored to gather the necessary information for our investigation.

The first questionnaire is designed for doctors and includes 15 questions, while the questionnaire for pharmacists contains 12 questions. Both questionnaires feature a variety of question formats chosen to align with the specific information needs including:

Closed-ended multiple-choice questions:

- Only one allowed answer
- Dichotomous
- Questions in the form of a scale

Open-ended questions.

See Appendix N04 & N05: questionnaires for doctors/pharmacists).

After collecting the data, we proceeded to process, analyze, and interpret the information using the EXCEL software.

2 Data analysis and presentation

2.1 Reminder of the research problem and hypotheses

- **Main question:** How do pharmaceutical laboratories ensure an optimized communication for the launch of a new pharmaceutical product?
- **Hypotheses:**

Hypothesis 1: EL KENDI's launch of Stratan® is in line with theoretical references in the field, both in terms of the approach and the tools utilized.

Hypothesis 2: Given the distinct characteristics of medicines, the launch of a new medicine requires a specialized communication strategy to effectively introduce it and maximize its impact on patient outcomes.

Hypothesis 3: The objectives set for the introduction of Stratan® as a first generic in the market have been accomplished.

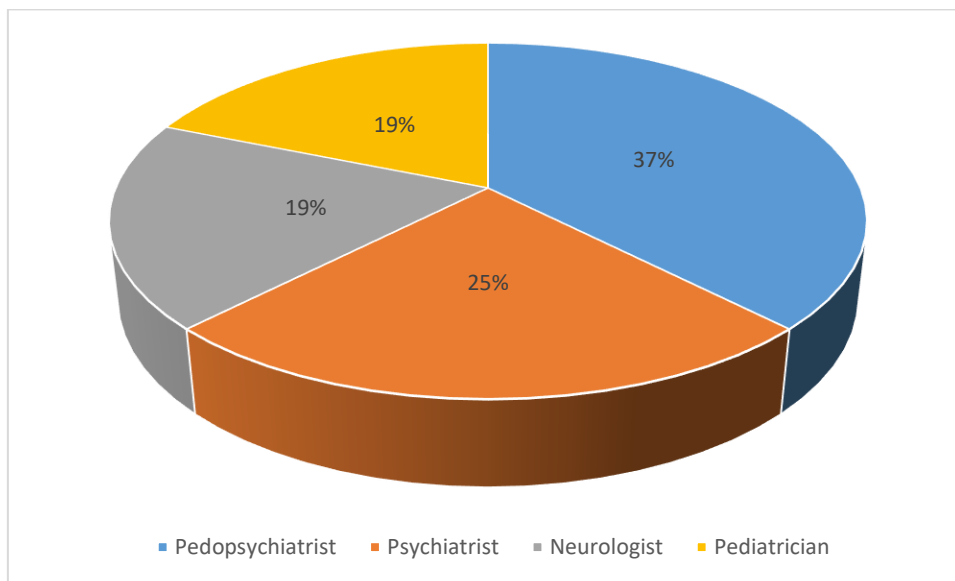
2.2 Flat sourcing

- Analysis of the doctors' questionnaire
 - 1st question: What is your speciality?

Table 5: The various medical specialties represented among the interviewed doctors.

	Frequency	Percentage
Pedopsychiatrist	30	37%
Psychiatrist	20	25%
Neurologist	15	19%
Pediatrician	15	19%
Total	80	100%

Figure 11: The various medical specialties represented among the interviewed doctors.



Comment: Based on our survey data, we conducted interviews with a diverse group of doctors, representing various specialties. The breakdown of the interviewed doctors is as follows: 37% were Pedopsychiatrists, 25% were Psychiatrists, 19% were Neurologists, and 19% were Pediatricians.

- **2nd question: Have you heard of EL KENDI?**

Table 6: The awareness of EL KENDI among the interviewed doctors

	Frequency	Percentage
Yes	80	100%
No	0	0%
Total	80	100%

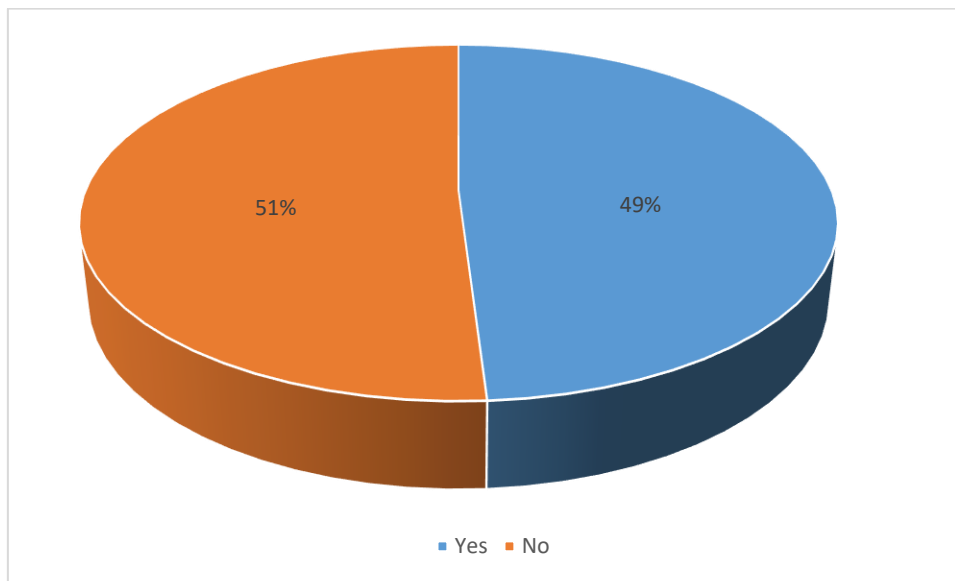
Comment: According to our survey, 100% of the doctors are familiar with EL KENDI laboratories.

- **3rd question: Do you think parents are aware of the ADHD attention deficit hyperactivity disorder?**

Table 7: The awareness of ADHD among Parents.

	Frequency	Percentage
Yes	39	49%
No	41	51%
Total	80	100%

Figure 12: The awareness of ADHD among Parents

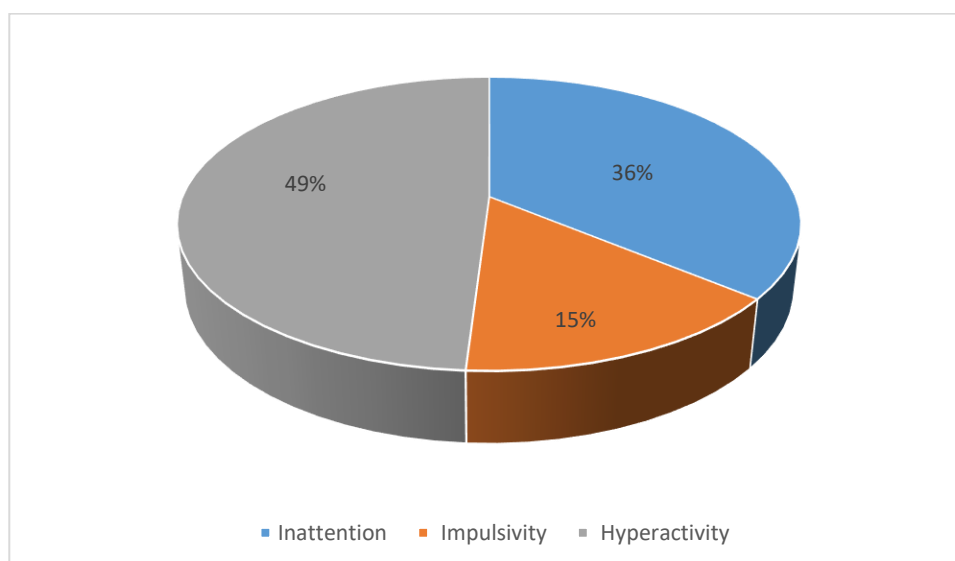


Comment: The survey results indicate that more than half of the doctors, specifically 51%, believe that parents are still not aware of ADHD. On the other hand, the remaining 49% affirm that parents are becoming more aware of this condition due to its increasing prevalence.

- **4th question: If yes, what are the symptoms observed in a person with ADHD that prompt parents or family members to seek medical consultation?**

Table 8: The Symptoms Prompting Medical Consultation for ADHD in Individuals.

	Frequency	Percentage
Inattention	14	36%
Impulsivity	6	15%
Hyperactivity	19	49%
Total	39	100%

Figure 13: The Symptoms Prompting Medical Consultation for ADHD in Individuals.

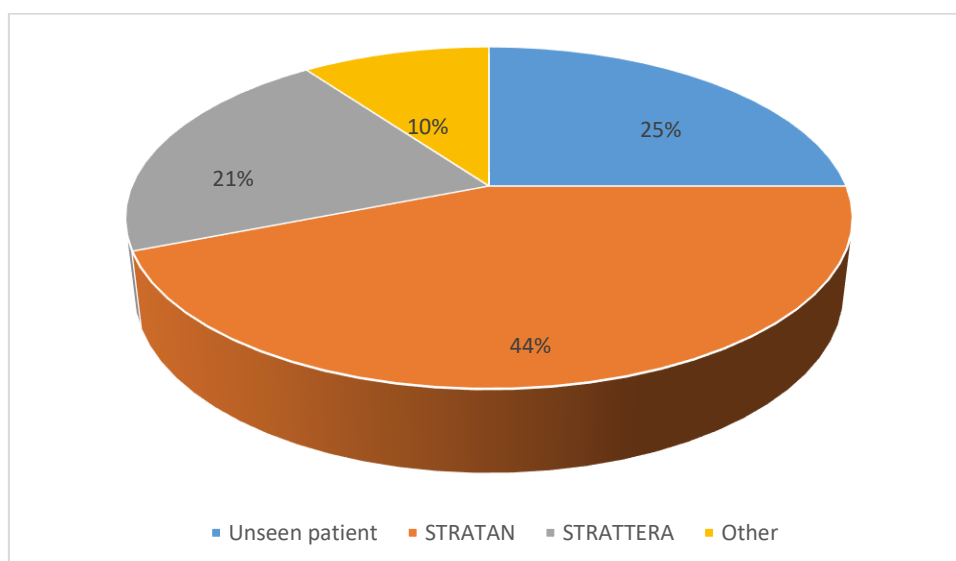
Comment: According to the gathered data, the symptom that predominantly motivates parents to seek medical consultation is hyperactivity, accounting for 49% of responses. Inattention is the second most significant factor, prompting 36% of parents to seek help, while impulsivity ranks third with a percentage of 15%.

➤ **5th question: What treatment do you prescribe for ADHD?**

Table 9: The prescribed Treatment Options for ADHD

	Frequency	Percentage
Unseen patient	20	25%
STRATAN	35	44%
STRATTERA	17	21%
Other	8	10%
Total	80	100%

Figure 14: The prescribed Treatment Options for ADHD

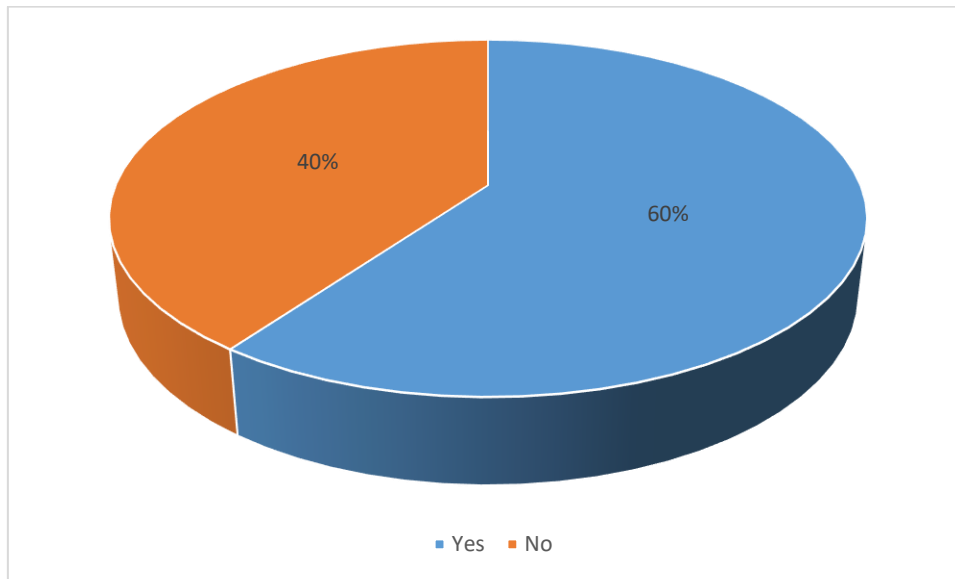


Comment: Among the surveyed doctors, it is interesting to note that 25% of them reported not having prior experience with this condition. As for the remaining respondents, Stratan® emerged as the top-of-mind choice, selected by 44% of doctors, while Strattera followed suit with a rate of 19%. Additionally, a notable proportion expressed their preference for alternative treatment options for ADHD, such as omega 3 supplementation, engagement in sports, and incorporating daily life activities, accounting for 13.33% of respondents.

➤ **6th question: Are you familiar with STRATAN®?**

Table 10: The familiarity with STRATAN® among interviewed doctors

	Frequency	Percentage
Yes	48	60%
No	32	40%
Total	80	100%

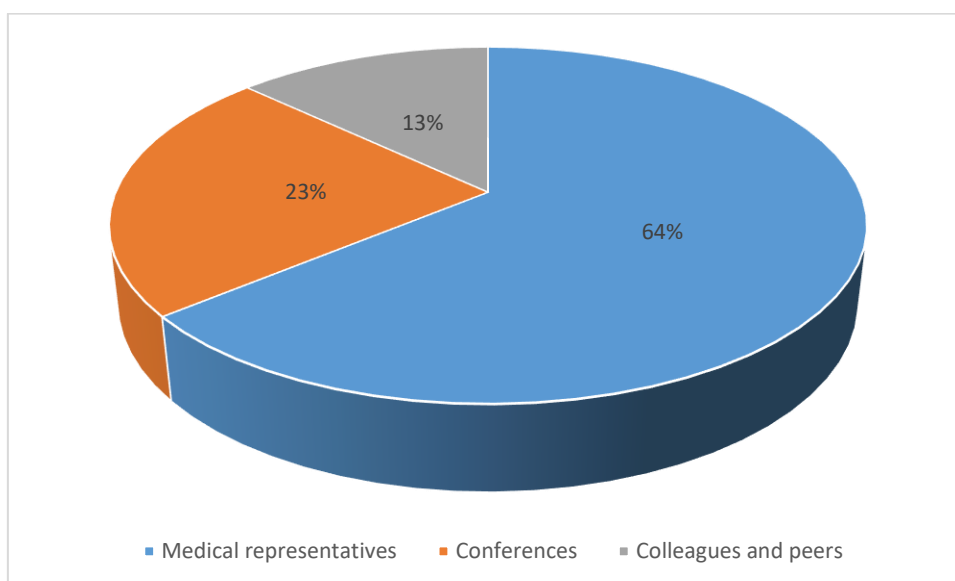
Figure 15: The familiarity with STRATAN® among interviewed doctors

Comment: The results indicate that 60% of the surveyed doctors reported being familiar with STRATAN. On the other hand, 40% reported being unaware of it.

➤ **7th question: If yes, by what means?**

Table 11: The Means of Awareness of STRATAN.

	Frequency	Percentage
Medical representatives	31	64%
Conferences	11	23%
Colleagues and peers	6	13%
Total	48	100%

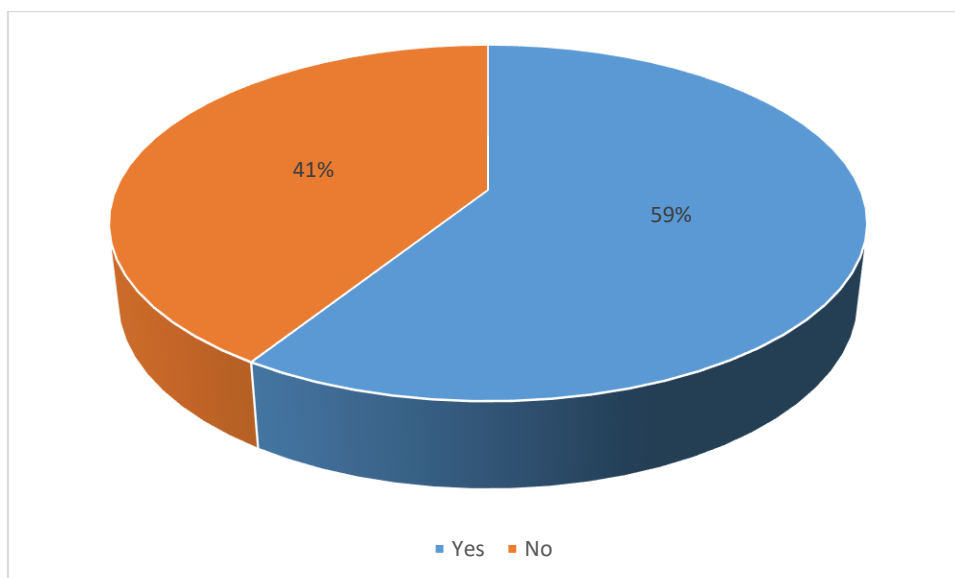
Figure 16: The Means of Awareness of STRATAN

Comment: Among doctors who showed awareness of STRATAN, medical visits stand out as the primary source of information at 64%, followed by congresses and scientific conferences at 23%. Additionally, colleagues and peers play a role as information sources, contributing 13%.

➤ **8th question: If no, have you been visited by EL KENDI laboratories?**

Table 12: The interactions of EL KENDI Laboratories with the interviewed doctors.

No?	Frequency	Percentage
Yes	19	59%
No	13	41%
Total	32	100%

Figure 17: The interactions of EL KENDI Laboratories with the interviewed doctors

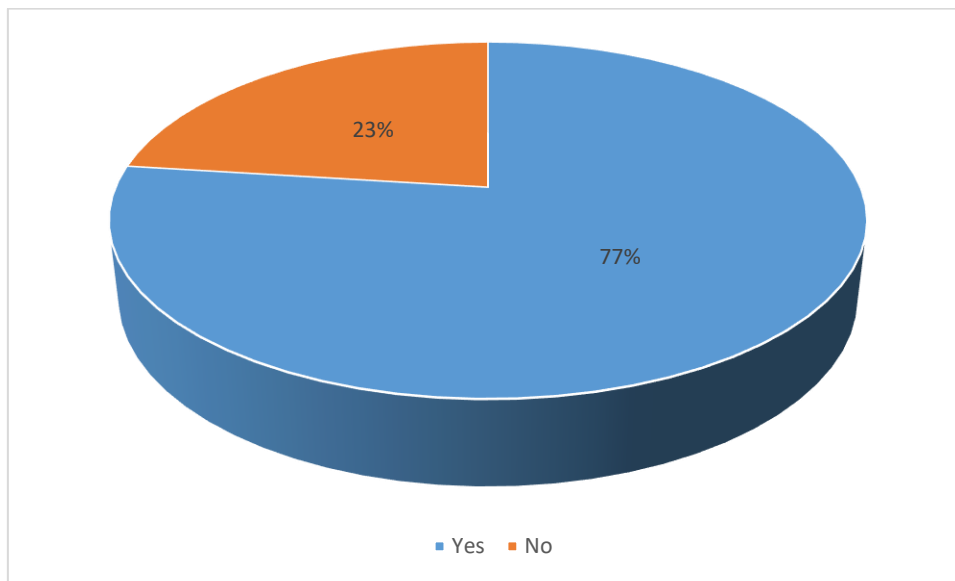
Comment: Based on the given data, it appears that EL KENDI has visited 59% of the doctors, while the remaining 41% have not been visited. As mentioned before, EL KENDI laboratories have a specific set of criteria for selecting doctors with whom it implements its communication strategy. The 41% of doctors who reported not being visited by EL KENDI are not considered a target for the laboratory. On the other hand, the 59% of doctors who have been visited by EL KENDI are considered a target, even though they may not have received visits specifically regarding STRATAN.

➤ **9th question: Have you ever prescribed STRATAN®?**

Table 13: The prescription of STRATAN

PRESCRIPTION	Frequency	Percentage
Yes	37	77%
No	11	23%
Total	48	100%

Figure 18: The prescription of STRATAN

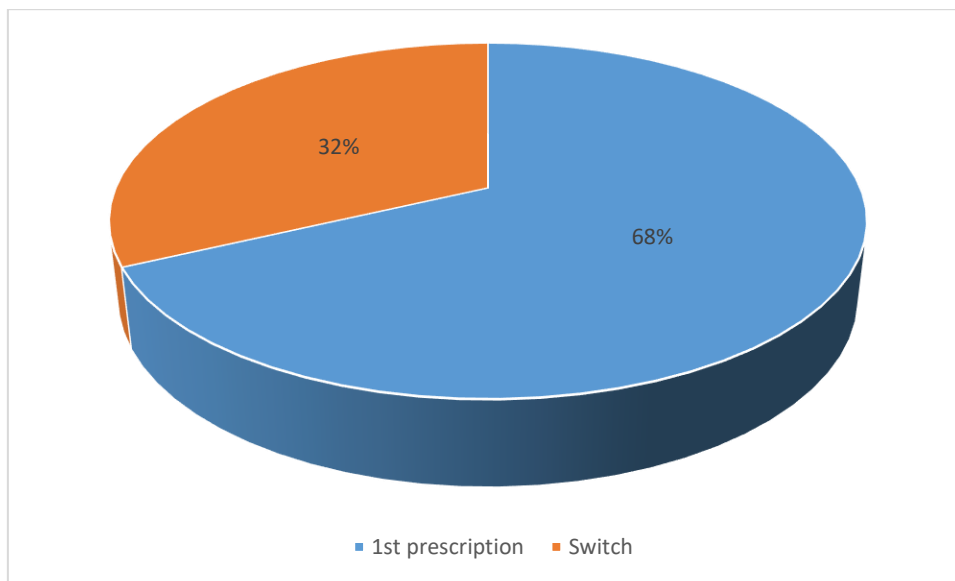


Comment: Among the doctors who were aware of STRATAN, 77% have already prescribed it, while the remaining 23% have not.

- **10th question:** If the answer is yes, is it the first prescription or a switch from another medication?

Table 14: Prescription Status for STRATAN®

	Frequency	Percentage
1st prescription	25	68%
Switch	12	32%
Total	37	100%

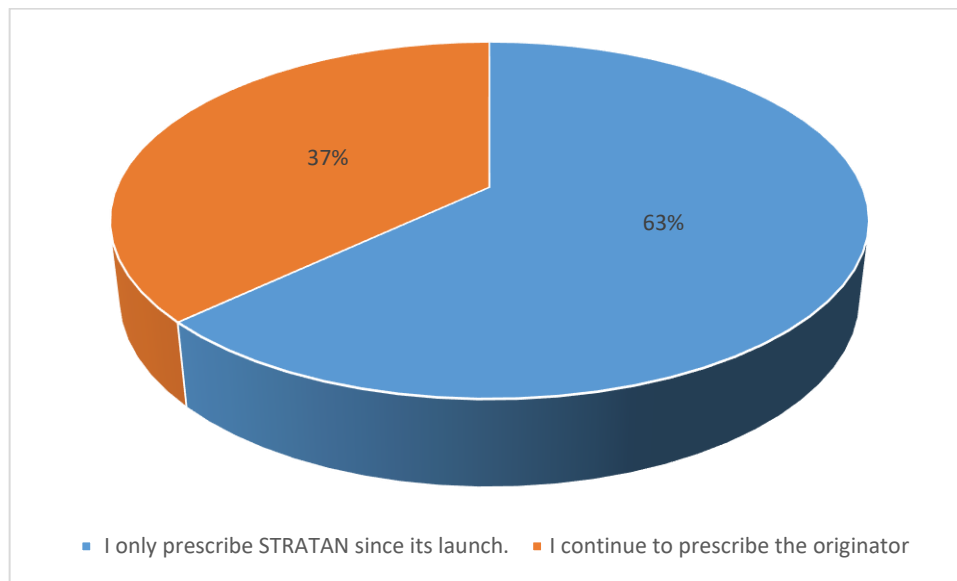
Figure 19: Prescription Status for STRATAN®

Comment: Based on the previous data, it is evident that among the doctors who have already prescribed STRATAN, 57% did so as a first prescription, while 43% switched from another medication, specifically the originator, Strattera

- **11th question: Is there a preference in your prescriptions for the treatment of ADHD?**

Table 15: Prescription Preferences for ADHD Treatment

MODE	Frequency	Percentage
Only STRATAN	34	63%
Originator	20	37%
Total	54	100%

Figure 20: Prescription Preferences for ADHD Treatment

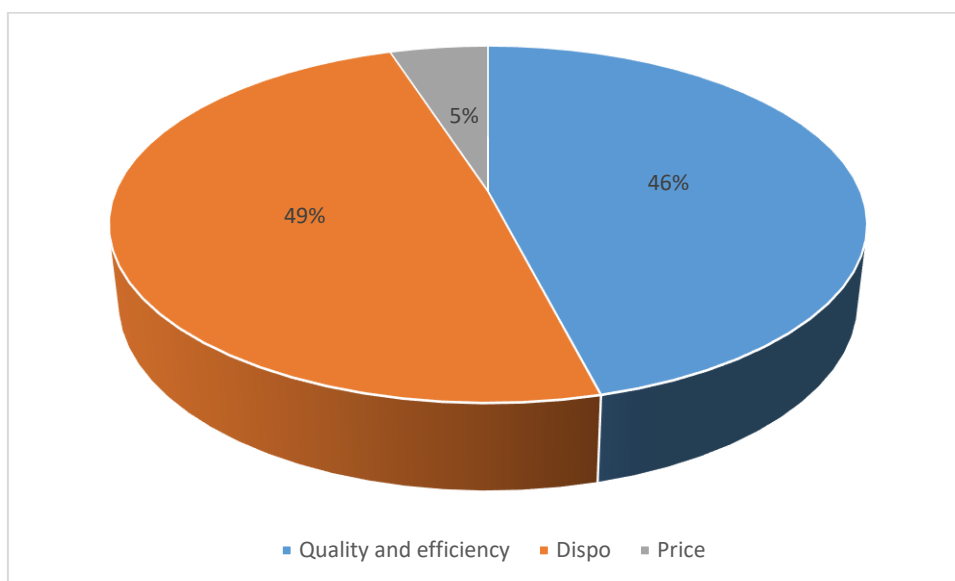
Comment: Based on the graph provided, it can be observed that 64% of the interviewed doctors stated that they exclusively prescribe STRATAN since its launch. In contrast, the remaining percentage continues to prescribe the originator, Strattera.

➤ **12th question: What motivates you to prescribe STRATAN®?**

Table 16: Factors of motivation for Prescribing STRATAN®

	Frequency	Percentage
Quality and efficiency	17	46%
Dispo	18	49%
Price	2	5%
Total	37	100%

Figure 21 : Factors of motivation for Prescribing STRATAN®



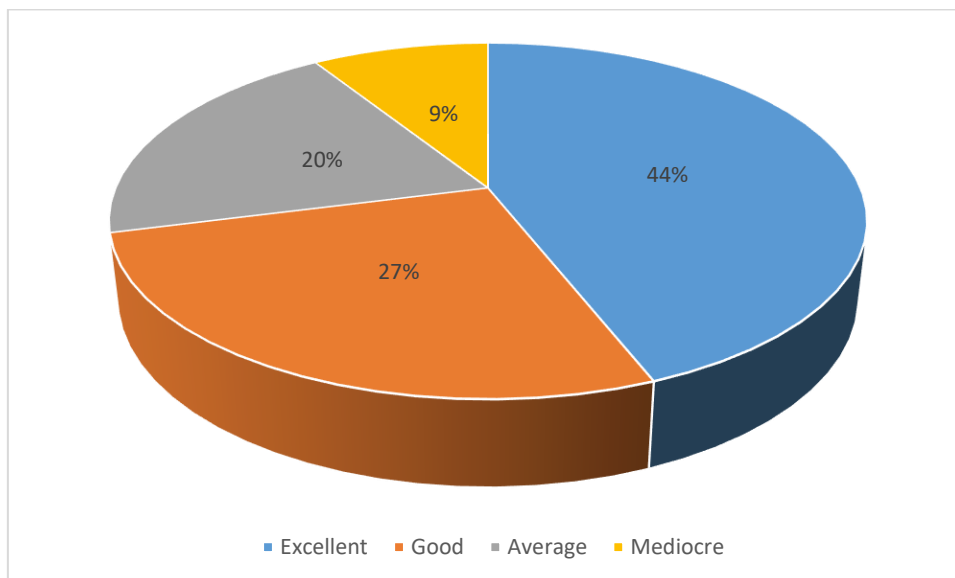
Comment: Considering the results obtained from this question and taking into account the unavailability of Strattera in the Algerian market, the availability of STRATAN emerged as the primary motivating factor for doctors to prescribe it, accounting for a significant percentage. Following closely, 46% of doctors attributed their decision to the drug's quality and efficacy. Price ranked third as a motivator, with 5% of doctors considering it as a factor influencing their prescription choices.

- **13th question: Can you provide your opinion on the relevance of the information communicated by medical representatives regarding STRATAN®?**

Table 17: The relevance of the information communicated by medical representatives regarding STRATAN

	Frequency	Percentage
Excellent	29	44%
Good	18	27%
Average	16	20%
Mediocre	13	9%
Total	80	100%

Figure 22: The relevance of the information communicated by medical representatives regarding STRATAN



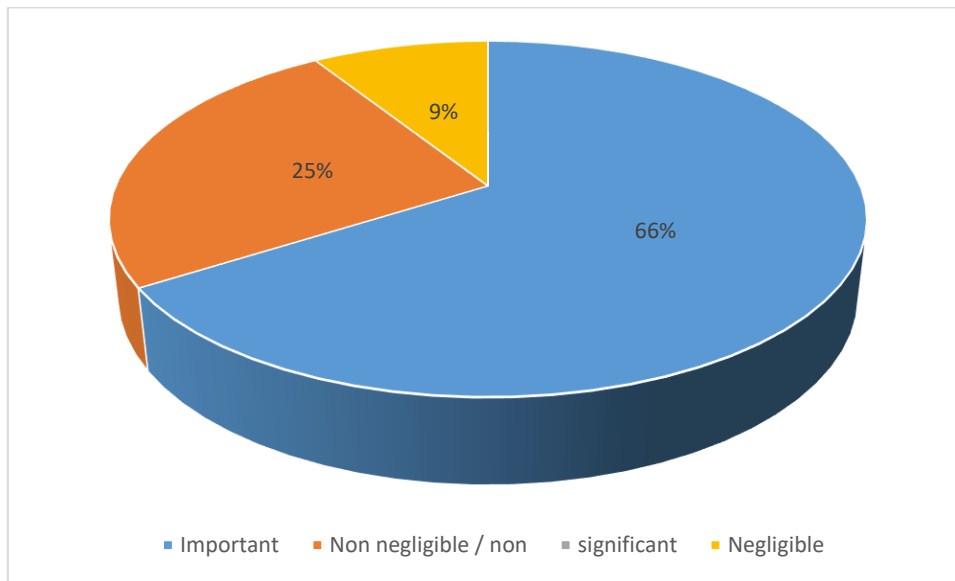
Comment: Based on the collected data, the findings indicate that among the interviewed doctors, 44% expressed that the information conveyed by EL KENDI representatives during the launch of STRATAN was excellent. Following this, 27% stated that the information was good, while 20% described it as average. Additionally, 9% of the doctors mentioned that the information provided was mediocre.

- **14th question: What do you think of the efforts made by EL KENDI to promote and communicate the launch of STRATAN®**

Table 18: Evaluation of the efforts made by EL KENDI to promote and communicate the launch of STRATAN

Efforts	Frequency	Percentage
Important	53	66%
Non negligible / non significant	20	25%
Negligible	7	9%
Total	80	100%

Figure 23: Evaluation of the efforts made by EL KENDI to promote and communicate the launch of STRATAN



Comment: Among the interviewed doctors, a majority of 40% expressed that the efforts made by EL KENDI to promote the launch of STRATAN were important. On the other hand, 35% considered the efforts to be non-negligible but not significant. The remaining 25% regarded the efforts as negligible.

➤ **15th question: Do you have any suggestions regarding the communication of STRATAN®?**

The purpose of this question was to gather suggestions regarding the communication strategy of STRATAN. The gathered responses can be summarized as follows:

- Training programs to deepen knowledge about ADHD.
- Organizing roundtable discussions to present the product with practical results.
- Effectively communicating about the medication and ensuring its availability nationwide.
- Organizing national communication campaigns within a single location, covering a maximum number of specialty medicines involved.
- Implement reminders about the drug and ensure the provision of the necessary dosage information sheets.

- Avoid communicating the launch of a new medication through SMS messages.

- **Analysis of the pharmacists' questionnaire**

- **1st question: Are you familiar with EL KENDI laboratories?**

Table 19: The familiarity of EL KENDI laboratories among pharmacists.

	Frequency	Percentage
Yes	40	100%
No	0	0%
Total	40	100%

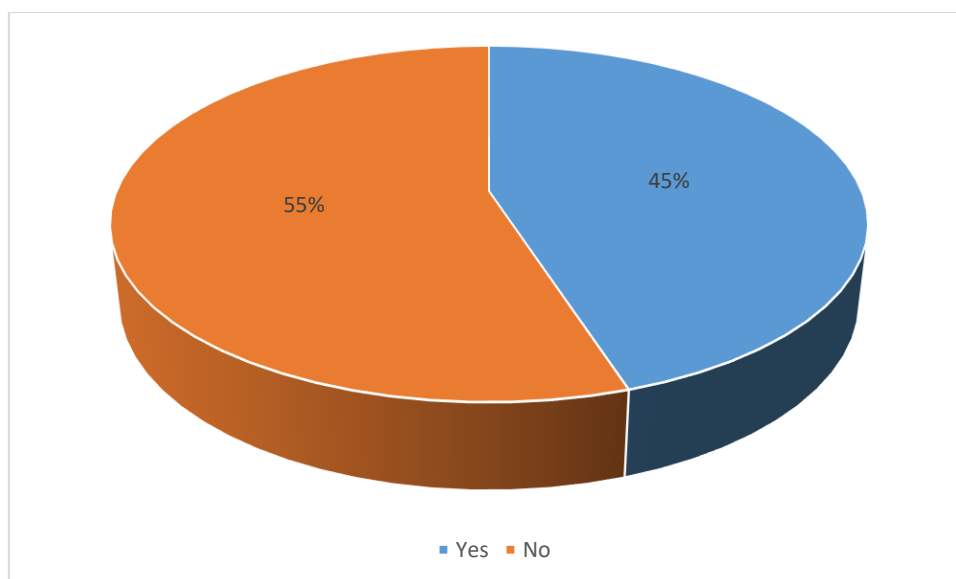
Comment: According to our survey, 100% of the pharmacists are familiar with EL KENDI laboratories.

- **2nd question: Are you familiar with STRATAN®?**

Table 20: The familiarity with STRATAN® among interviewed pharmacists

	Frequency	Percentage
Yes	18	45%
No	22	55%
Total	40	100%

Figure 24: The familiarity with STRATAN® among interviewed pharmacists



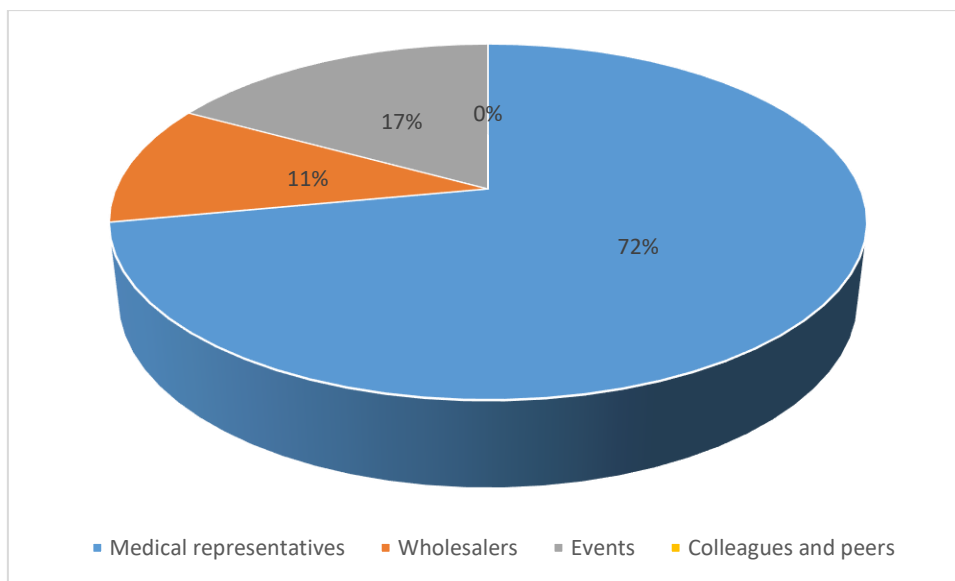
Comment: The findings reveal that among the surveyed pharmacists, 55% reported being unaware of STRATAN, while the remaining 45% expressed familiarity with the medication.

➤ **3rd question: If yes, by what means?**

Table 21: The Means of Awareness of STRATAN.

	Frequency	Percentage
Medical representatives	13	72%
Wholesalers	2	11%
Events	3	17%
Colleagues and peers	0	0%
Total	18	100%

Figure 25: The Means of Awareness of STRATAN



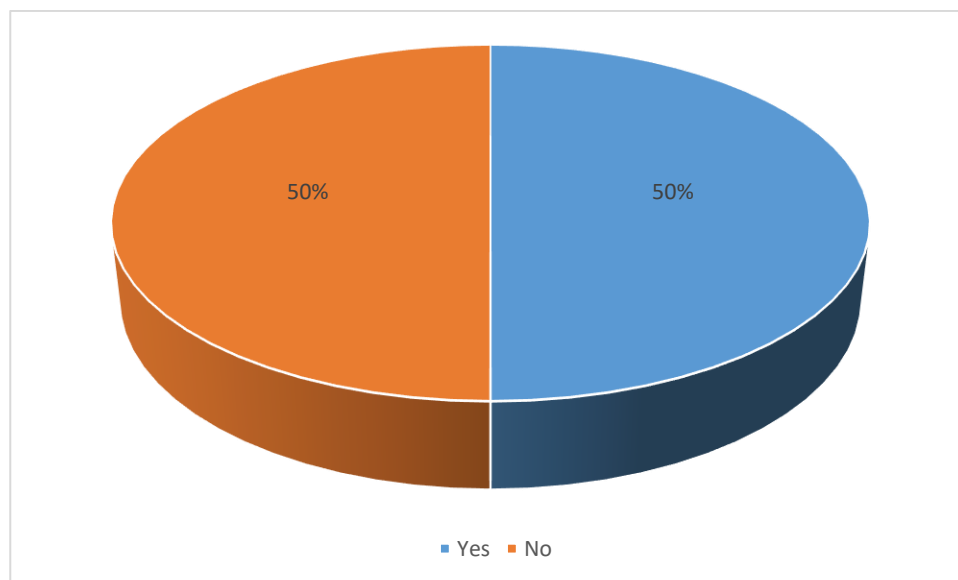
Comment: Among pharmacists who demonstrated awareness of STRATAN, the survey findings highlight that the primary source identified was medical visits, which accounted for 72% of responses. Additionally, 17% of respondents reported events conducted in collaboration with pharmacy personnel as a significant source of information. Furthermore, 11% of pharmacists mentioned wholesalers.

➤ 4th question: If no, have you been visited by EL KENDI laboratories?

Table 22: The interactions of EL KENDI Laboratories with the interviewed pharmacists.

	Frequency	Percentage
Yes	11	50%
No	11	50%
Total	22	100%

Figure 26: The interactions of EL KENDI Laboratories with the interviewed pharmacists



Comment: Out of the pharmacists who were not aware, it was found that 50% had previously received visits from EL KENDI, while the remaining 50% reported no such visits. This implies that 50% of unaware pharmacists can be considered potential targets for laboratories, while the other 50% are not.

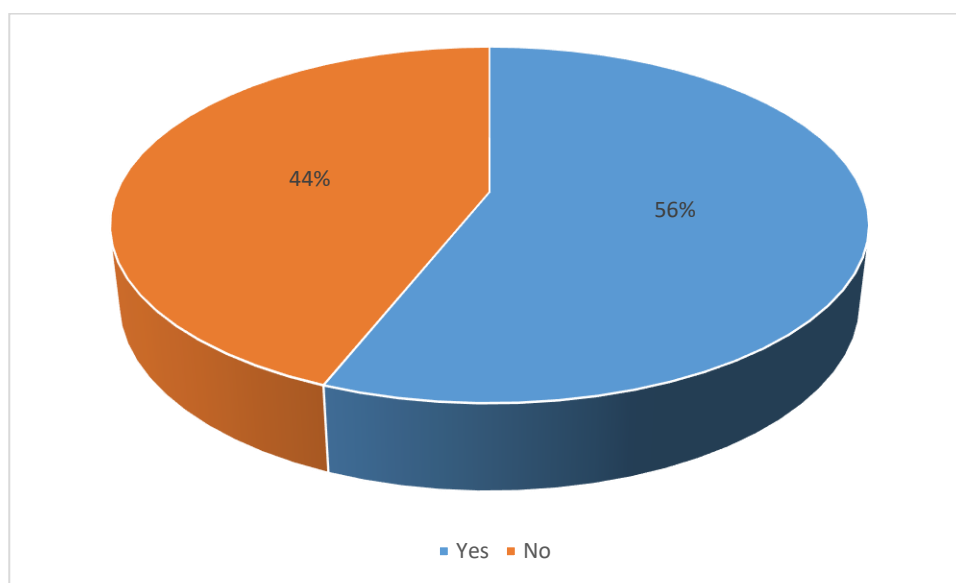
➤ 5th question: Is STRATAN® available at your level? Table No. :

Availability of STRATAN®

Table 23: Availability of STRATAN®

	Frequency	Percentage
Yes	10	56%
No	8	44%
Total	18	100%

Figure 27: Availability of STRATAN®



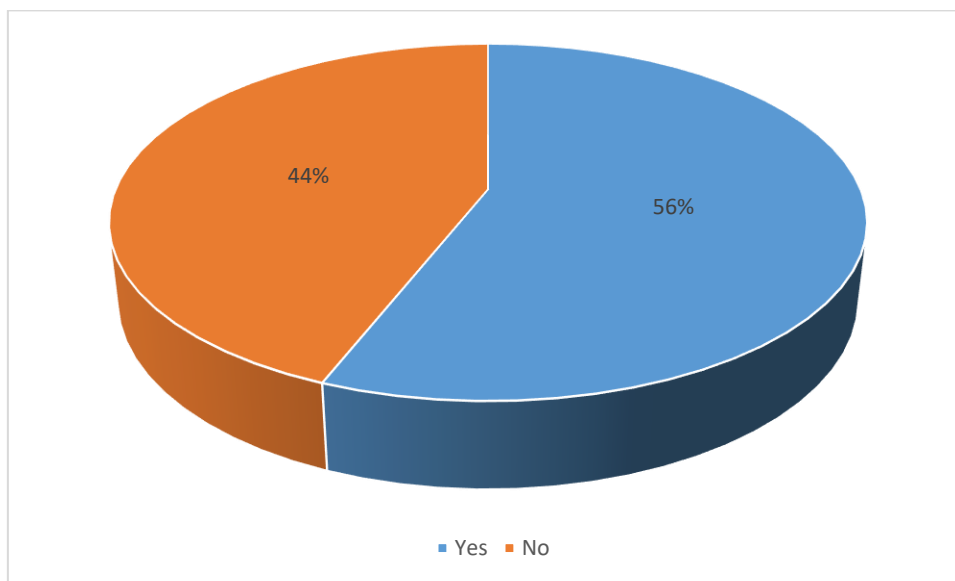
Comment: Among the pharmacists who demonstrated awareness of STRATAN, 56% of them affirmed the availability of the medication at their level. However, for the remaining percentage, they reported that STRATAN is not available.

➤ 6th question: Do you receive STRATAN® prescriptions?

Table 24: Table No. : Receipt of STRATAN® Prescriptions

	Frequency	Percentage
Yes	10	56%
No	8	44%
Total	18	100%

Figure 28: Receipt of STRATAN® Prescriptions



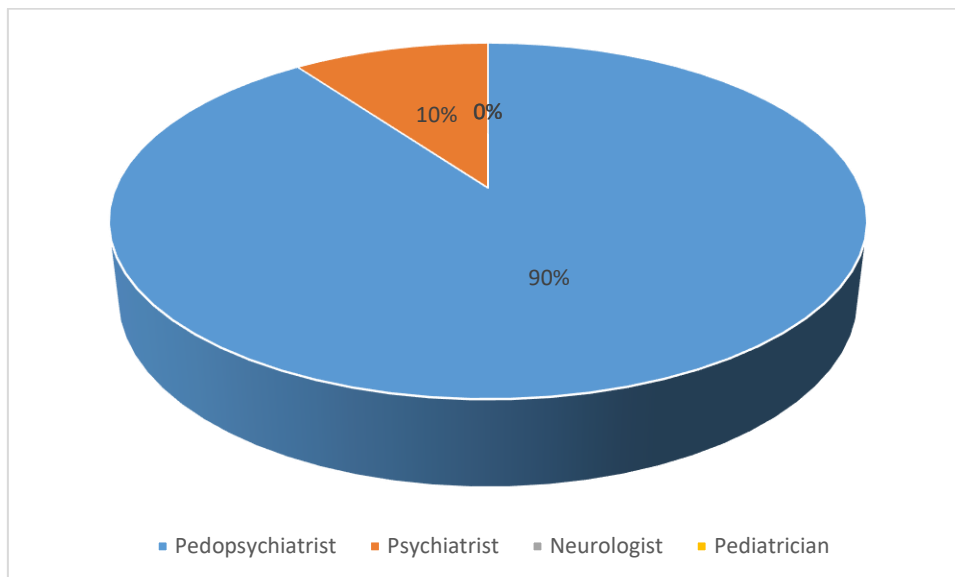
Comment: Similar to the data gathered in the previous question, 56% of the aware pharmacists affirmed receiving prescriptions for STRATAN. However, the remaining percentage reported not receiving any prescriptions for the medication.

➤ 7th question: If yes, from which specialty?

Table 25: Prescription of STRATAN by Specialty

	Frequency	Percentage
Pedopsychiatrist	9	90%
Psychiatrist	1	10%
Neurologist	0	0%
Pediatrician	0	0%
Total	10	100%

Figure 29: Prescription of STRATAN by Specialty



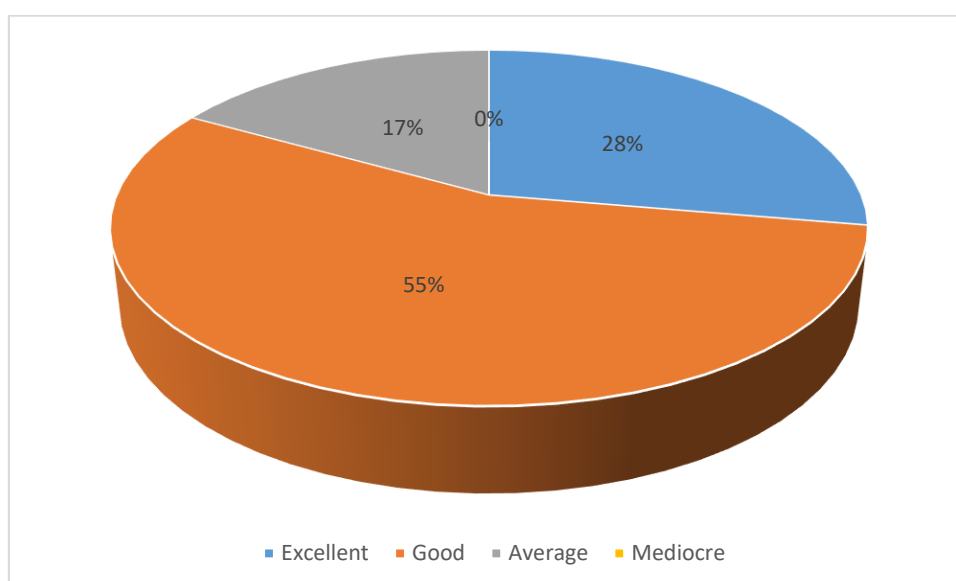
Comment: When analyzing the prescription of STRATAN by specialty, the data reveals an interesting pattern. A significant majority of prescriptions, specifically 90%, were reported to come from pedopsychiatrists. In contrast, only 10% of prescriptions originated from psychiatrists. Notably, there were no prescriptions reported from either pediatricians or neurologists.

- 8th question: Can you provide your opinion on the relevance of the information communicated by medical representatives regarding STRATAN®?

Table 26: The relevance of the information communicated by medical representatives regarding STRATAN®

	Frequency	Percentage
Excellent	5	28%
Good	10	56%
Average	3	17%
Mediocre	0	0%
Total	18	100%

Figure 30: The relevance of the information communicated by medical representatives regarding STRATAN®



Comment: Based on the collected data, the findings indicate that among the pharmacists who are aware of STRATAN, a notable majority, 55%, expressed that the information conveyed by EL KENDI representatives during the launch of STRATAN was good. Additionally, 28% of them reported that the information provided was excellent, while 17% described it as average.

- **9th question: Do you have any suggestions regarding the communication of STRATAN®?**

The purpose of this question was to gather suggestions regarding the communication strategy of STRATAN. The gathered responses can be summarized as follows:

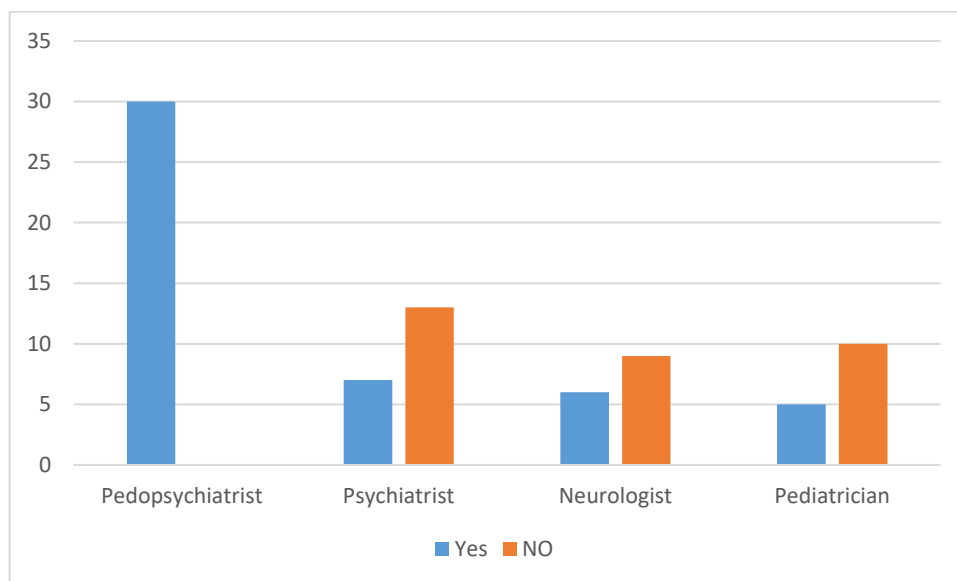
- Provide marketing materials and support.
- Offer training and continuing education.
- Educate on product features and benefits.

2.2.1 Cross sorting

- Examining the Relationship between Medical Specialties and the awareness of STRATAN:

Table 27: Medical specialties & Awareness of STRATAN

		Awareness of STRATAN		
		Yes	NO	Total
Medical speciality	Pedopsychiatrist	30	0	30
	Psychiatrist	7	13	20
	Neurologist	6	9	15
	Pediatrician	5	10	15
	Total	48	32	80

Figure 31: Medical specialities & Awareness of STRATAN

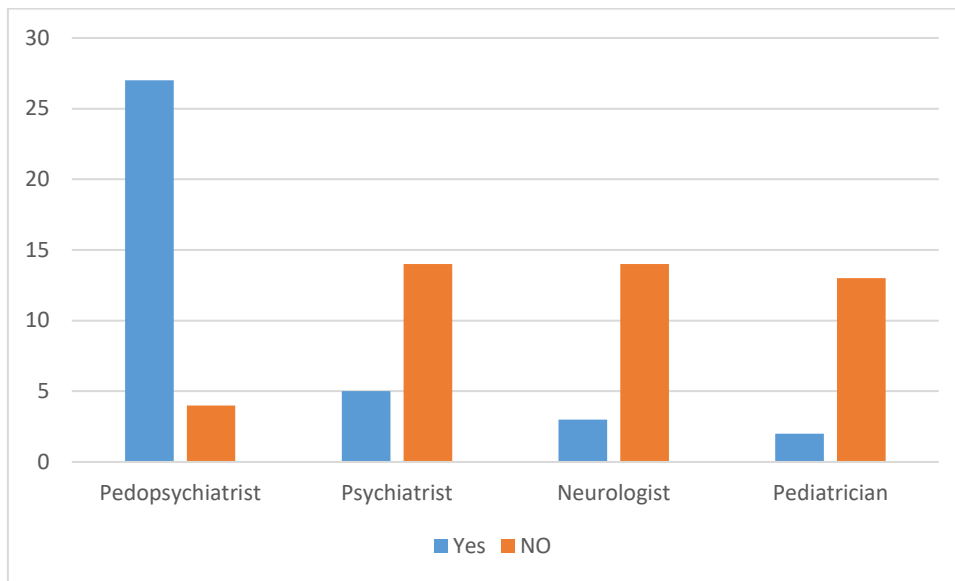
Comment: The data analysis highlights the level of familiarity with STRATAN among doctors across different specialities. It demonstrates that STRATAN is highly recognized within the field of pedopsychiatry, with all 30 surveyed professionals displaying knowledge of the drug. However, for doctors practicing in other specialities, the awareness of STRATAN is considerably lower, indicating a limited familiarity with the medication outside the realm of pedopsychiatry.

- Examining the Relationship between Medical Specialities and the prescription rate of STRATAN:

Table 28: Medical specialities & prescription of STRATAN

		Prescription of STRATAN		
		Yes	NO	Total
Medical speciality	Pedopsychiatrist	27	4	30
	Psychiatrist	5	14	20
	Neurologist	3	14	15
	Pediatrician	2	13	15
	Total	37	45	80

Figure 32: Medical specialities & prescription of STRATAN

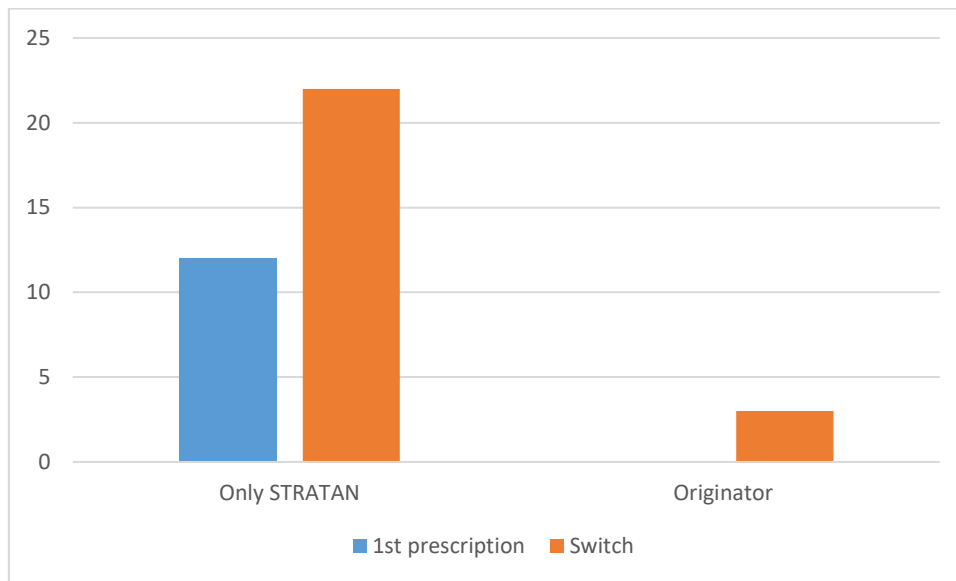


Comment: To complement the previous data analysis, it is evident from the findings that STRATAN is predominantly prescribed by pediatric psychiatrists compared to other medical specialties.

- Examining the relationship between the prescription of STRATAN and the preferences for ADHD treatment:

Table 29: Prescription status for STRATAN & preferences for ADHD treatment

		Prescription Preferences for ADHD Treatment		
		Only STRATAN	Originator	Total
Prescription Status for STRATAN®	1 st prescription	12	0	12
	Switch	22	3	25
	Total	34	3	37

Figure 33: Prescription status for STRATAN & preferences for ADHD treatment

Comment: From the data gathered we noticed that among the doctors who exclusively prescribe STRATAN as a treatment for ADHD, 22 of them switched from the originator medication to STRATAN, However, it is noteworthy that 3 doctors continued to prescribe both the originator medication (Strattera) and STRATAN simultaneously. In addition, 12 doctors initially chose STRATAN as the first prescription for ADHD treatment.

Based on the data analysis, it is evident that STRATAN has significantly captured the market share of its originator medication. The number of doctors who switched from the originator medication to STRATAN highlights a shift in preference towards the newer medication.

2.3 Interpretation of results and recommendations

2.3.1 Summary of the results

The sample that was interviewed consists of 140 health specialists:

- Out of the total sample, 67% are doctors specializing in different fields. Specifically, among these specialists, 37% are pedopsychiatrists, 25% are psychiatrists, 19% are pediatricians, and another 19% are neurologists.
- The remaining 33% consist of pharmacists.

Awareness:

- The entire interviewed sample is familiar with EL KENDI laboratories.
- Based on the findings derived from the interviews with doctors, it is evident that ADHD is not yet acknowledged as a recognized condition in Algerian society.
- The symptom of hyperactivity is the primary factor that prompts parents to seek medical consultation for their children.
- When discussing awareness of STRATAN, it was found that it has a top-of-mind notoriety among 44% of the respondents. Notably, its recognition within the field of pedopsychiatry for treating ADHD is particularly prominent. Pedopsychiatrists have extensively acknowledged and embraced STRATAN as an effective treatment option for this condition. However, it is worth noting that outside of the pedopsychiatry domain, among other medical specialties that also encounter and address ADHD, the level of recognition for STRATAN appears to be relatively lower.
- On the other hand, it can be observed that the awareness of STRATAN among pharmacists is limited, particularly in pharmacies located in close proximity to doctors or hospitals that offer pedopsychiatry and psychiatry services.
- According to a pharmacist, EL KENDI is known to prioritize doctors over pharmacists.
- Among the doctors and pharmacists who are unaware of STRATAN, it was found that more than 50% of them have been visited by EL KENDI representatives in the past suggesting that they are among the targeted healthcare professionals based on the predefined criteria. However, the remaining percentage mentioned not having been visited before, indicating that they are not included in EL KENDI's target audience.

Means of awareness:

- Medical representatives play a vital role as the essential means of communication for promoting the launch of STRATAN. The data gathered from the interviews revealed that a significant proportion of the interviewed doctors and pharmacists, became aware of STRATAN primarily through visits conducted by representatives from EL KENDI.

- In addition to the role of medical representatives, congress and scientific conferences for doctors, as well as various events organized for pharmacists, play a crucial secondary role in effectively communicating the launch of STRATAN.

Prescription of STRATAN:

- STRATAN was prescribed by 77% of the doctors who demonstrated awareness of the medication, either as a switch from Strattera or as a first-time prescription.
- Despite the unavailability of the original Strattera in the market, a notable portion of doctors, approximately 37%, continue to prescribe it as a treatment for ADHD. This suggests that some patients opt to obtain the medication from abroad as an alternative solution.
- The availability of STRATAN stands out as the primary factor that motivates doctors to prescribe it. The second most influential factor is its quality and efficacy, albeit with a slight difference. Price, on the other hand, is considered the least influential factor in the decision-making process for doctors when prescribing STRATAN.

The competition:

- STRATAN, has been introduced to the Algerian market as Strattera's first generic to market. However, the original Strattera is currently experiencing a shortage, resulting in its unavailability in the Algerian market. This shortage has created a gap in the availability of Strattera, leading to a higher demand for its generic, STRATAN.

The quality of the information communicated by EL KENDI representatives:

- A significant portion of the interviewed doctors expressed positive views about the information provided by EL KENDI representatives during the launch of STRATAN.
- Some doctors have mentioned that during their interactions with EL KENDI medical representatives to discuss STRATAN, they were not provided with the dosage information sheets. These information sheets are considered the most important communication tool for doctors, as they contain crucial details about dosage instructions and usage guidelines.

The communication strategy:

Based on the results obtained from the survey, it is crucial to evaluate the effectiveness of the communication strategy employed for STRATAN. As the results

indicate the majority of awareness about STRATAN is concentrated among pedopsychiatrists and pharmacies located near pedopsychiatric and psychiatric doctors or hospital services.

Therefore, it becomes essential to assess the specific targeting and reach of the communication efforts to ensure that the intended healthcare professionals are adequately informed about STRATAN. This evaluation should focus on understanding the reasons behind the limited awareness among other specialties and pharmacies and identify potential gaps in the current communication strategy.

2.3.2 Recommendations:

Following the initial study conducted, we put forth several essential recommendations that address the following aspects:

- **Enhancing Awareness and Support for ADHD in Algerian Society:** To increase ADHD awareness in Algeria, EL KENDI should collaborate with support associations and launch a public awareness campaign. By working together, they can raise awareness about ADHD as a significant medical condition and emphasize the importance of seeking medical guidance. This proactive approach will contribute to better understanding and support for affected individuals.
- **Monitoring and controlling the launch of STRATAN:** As STRATAN is currently in its launch phase, it is essential to initiate a period of close monitoring and control to track the progress of sales and market share in relation to the initial forecasts. Any deviations from the expected outcomes should be carefully measured and analyzed to ensure appropriate adjustments and strategies are implemented.
- Organizing additional medical conferences and extending invitations to doctors and pharmacists can provide an excellent platform to establish a strong rapport and enhance brand recognition.
- It is recommended to enhance the collaboration between medical representatives and doctors by implementing a comprehensive approach that involves all medical specialties responsible for treating ADHD, not just pedopsychiatrists. Ensuring the availability of essential communication materials, such as dosage sheets, is crucial for facilitating effective discussions and providing accurate information to healthcare professionals.
- To maintain a strong connection with doctors and pharmacists, regular

communication through emails and newsletters is essential.

- Investing in continuous training for medical representatives is vital to enhance their performance. By providing them with updated knowledge and skills, they will be better equipped to address the specific needs and concerns of healthcare professionals, ultimately improving their overall effectiveness.
- To enhance the effectiveness of the communication strategy, it is vital for EL KENDI to recognize that communication with pharmacists is as important as communication with doctors. Therefore, it is essential to prioritize pharmacists as a secondary main communication target. However, it is equally important to expand the target audience within the pharmacist community beyond those located near psychiatric and pedopsychiatric healthcare services.

Conclusion:

Throughout this chapter, we have explored various aspects of the pharmaceutical market, both globally and in Algeria. Our focus then shifted to examining STRATAN, a medication prescribed for the treatment of ADHD, including its launch phase, marketing mix, and the communication strategy implemented by EL KENDI to introduce it to the market.

The significance of an effective communication strategy in the successful launch of a pharmaceutical product became apparent. Despite a few recognized limitations, it continues to be the preferred method for accomplishing the shared objective of every company: generating awareness, promoting acceptance, and motivating action. It is essential to customize this strategy to suit the distinct characteristics and requirements of the physician-pharmacist-patient triad, acknowledging the significance of effectively reaching each target audience.



General Conclusion

The pharmaceutical sector in Algeria shines as a prominent and promising market in Africa, garnering substantial investor interest due to its growth and dependence on foreign markets. Recent policy changes have further stimulated investment and development, leading to the entrance of new domestic and international companies. Since the opening of Algerian markets, both local and foreign laboratories have fiercely competed to seize a significant portion of the market, particularly in critical therapeutic categories that affect the Algerian population.

EL KENDI Laboratories, is one of the private Algerian pharmaceutical companies that emerged following the opening of the Algerian market. Throughout the years, it has established itself as the foremost leader in generic medications within Algeria. EL KENDI offers a comprehensive range of products that effectively cover a wide array of therapeutic classes.

Creating and launching a new pharmaceutical product, along with devising an effective communication strategy, is a complex responsibility that comes with inherent challenges. The risks involved are substantial, and there may be circumstances where a decision is made to discontinue a product even before its official launch, owing to a range of factors.

Our extensive study has enabled us to delve into the intricacies of the product launch process within the pharmaceutical industry. Specifically, we have gained valuable insights into the communication strategy employed by EL KENDI laboratories, an Algerian pharmaceutical company, as they introduce their products to the market.

Based on our research on "The effectiveness of the communication strategy during the launch of a new pharmaceutical product," our findings have provided valuable insights into our research question. The analysis of survey data has confirmed all three hypotheses, highlighting the importance of a well-executed communication strategy in successfully launching a new pharmaceutical product.

- **H1:** EL KENDI's launch of STRATAN® is in line with theoretical references in the field, both in terms of the approach and the tools utilized: **Confirmed**

EL KENDI successfully implemented an effective launch strategy for STRATAN®, utilizing marketing tools that align with established theoretical references in the field. This approach contributed to the overall success of the product launch and demonstrates the company's commitment to employing strategic marketing techniques.

- **H2:** Given the distinct characteristics of medicines, the launch of a new medicine requires a specialized communication strategy to effectively introduce it and maximize its impact on patient outcomes: **Confirmed**

By recognizing the unique characteristics of medicines and employing targeted communication techniques, EL KENDI was able to effectively introduce STRATAN and maximize its potential impact on patient health and well-being.

- **H3:** The objectives set for the introduction of STRATAN® as a first generic in the market have been accomplished: **Confirmed**

The objectives set for the introduction of STRATAN® as the first generic in the market have been successfully achieved. The primary goal during its initial year was to capture a significant market share from its competitor, the originator medication Strattera. EL KENDI has effectively achieved this objective by successfully penetrating the market and capturing the intended market share from Strattera.

However, our research work faced certain limitations that we need to acknowledge:

- **Limited sample representativeness:** Despite our efforts to enhance the representativeness of our sample by including four different regions and surveying 140 individuals from the healthcare sector, we acknowledge that our sample size may still be insufficient to fully capture the diversity and complexity of the overall market in Algeria. Various factors, including time constraints and the availability of clients, patients, and doctors, limited our ability to gather a more comprehensive and representative sample.
- **Inability to assess the impact of STRATAN's launch on EL KENDI's revenue in 2023:** Our research was conducted prior to the completion of the 2023 fiscal year, which hindered our ability to analyze the direct impact of STRATAN's launch on EL KENDI's financial performance during that specific period.
- **Confidentiality of data:** EL KENDI laboratories did not provide certain data, such as sales forecasts and specific figures regarding the movement of products from the factory to the warehouse and from there to pharmacies, due to the confidential nature of this information. As a result, we were unable to include these data points in our analysis.

Despite the challenges we encountered, our internship at EL KENDI was an invaluable experience that allowed us to fully immerse ourselves in the pharmaceutical industry. Working within a collaborative open-space environment, we gained a deep understanding of the industry's intricacies.

In summary, we hope that our study will make a meaningful contribution to enhancing EL KENDI laboratories' communication strategy during the drug launch process. We hope that our findings and insights will not only serve as a valuable source of information but also inspire further research in this area.



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Appendices

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Appendix N04 : STRATAN banner

Appendix N05 : Questionnaire for doctors

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Appendix N01: STRATAN leaflet

Stratan® Atomoxétine

Atomoxétine, gélule à 10mg / Voie orale.
Atomoxétine, gélule à 10mg / Voie orale.
Atomoxétine, gélule à 25mg / Voie orale.
Atomoxétine, gélule à 40mg / Voie orale.



1. QU'EST-CE QUE STRATAN® ET DANS QUELS CAS EST-UTILISÉ ?
STRATAN® est un médicament non stimulant utilisé pour traiter le Trouble Déficit de l'Attention/Hyperactivité (TDAH) chez les enfants de plus de 6 ans et les adolescents, dans le cadre d'une prise en charge thérapeutique globale incluant des mesures psychologiques, éducatives et sociales.
STRATAN® contient de l'atomoxétine qui a pour effet d'augmenter la quantité de noradrénaline. La noradrénaline est une substance du cerveau produite naturellement, qui augmente l'attention et diminue l'impulsivité et l'hyperactivité chez les patients souffrant de TDAH. Ce médicament a été prescrit pour aider à contrôler les symptômes du TDAH. Il n'a pas été montré d'accoutumance à STRATAN®.

2. QUELLES SONT LES INFORMATIONS A CONNAÎTRE AVANT DE PRENDRE STRATAN® ?
Contre-indications :
Ne prenez jamais STRATAN® :
- Si vous êtes allergique à l'atomoxétine ou à l'un des autres composants contenus dans les gélules de STRATAN®.
- Si vous avez pris, au cours des deux dernières semaines, un médicament inhibiteur de la monoamine oxydase (IMAO), par exemple la phénelzine. Un IMAO est parfois utilisé en cas de dépression et d'autres problèmes psychiques. La prise de STRATAN® en association avec un IMAO pourrait entraîner des effets indésirables graves ou mettre la vie en danger. (Avant de prendre un IMAO, vous devez attendre au moins 14 jours après avoir arrêté la prise de STRATAN®).

Précautions d'emploi / mises en garde spéciales :
Faites attention avec STRATAN® :
- Veuillez parler à votre médecin avant de prendre STRATAN®.
- Si vous avez ou avez eu des problèmes au foie. Vous avez peut-être besoin d'une dose plus faible.
- Si vous avez une tension artérielle élevée. STRATAN® peut augmenter la tension artérielle.
- Si vous avez des problèmes cardiaques (y compris des anomalies cardiaques) ou des battements cardiaques accélérés. STRATAN® peut augmenter la fréquence cardiaque (le pouls). Des cas de mort subite ont été rapportés chez des patients présentant des anomalies cardiaques.
- Si vous avez une tension artérielle basse. STRATAN® peut provoquer des étourdissements ou des malaises chez les personnes ayant une tension artérielle basse.
- Si vous souffrez d'une maladie cardio-vasculaire ou si vous avez un antécédent d'accident vasculaire cérébral.
- Si vous avez des antécédents d'épilepsie ou si vous avez eu des crises convulsives pour toute autre raison. STRATAN® peut augmenter la fréquence de ces crises.

Interactions avec d'autres médicaments :
Risque ou utilisation d'autres médicaments :
Si vous prenez ou avez pris récemment un autre médicament, y compris un médicament obtenu sans ordonnance, des compléments alimentaires et des produits à base de plantes, parlez-en à votre médecin ou à votre pharmacien. Votre médecin décidera si vous pouvez prendre STRATAN® avec vos autres médicaments.
STRATAN® ne doit pas être pris avec des médicaments appelés IMAO (inhibiteurs de la monoamine oxydase).

Utilisation pendant la grossesse et l'allaitement :
Si vous pensez être enceinte ou si vous envisagez de le devenir, parlez-en à votre médecin ou à votre pharmacien avant de prendre STRATAN®.
STRATAN® ne doit pas être utilisé pendant la grossesse, sauf si votre médecin vous l'a indiqué.
On ignore si STRATAN® peut passer dans le lait maternel. Par conséquent, vous devez soit éviter de prendre STRATAN® si vous allaitez, soit arrêter d'allaiter. Si vous allaitez ou si vous envisagez d'allaiter votre bébé, demandez conseil à votre médecin ou pharmacien avant de prendre STRATAN®.

3. COMMENT PRENDRE STRATAN® ?
Posologie, Mode et/ou voie d'administration, Fréquence d'administration et Durée du traitement
Vous devez prendre STRATAN® en suivant les instructions de votre médecin. Ce médicament se prend habituellement une ou deux fois par jour (le matin et en fin d'après-midi ou au début de soirée).
STRATAN® doit être pris par voie orale avec ou sans nourriture.
Prenez STRATAN® tous les jours au même moment, peu importe si vous avez mangé ou non.

4. QUELS SONT LES EFFETS INDÉSIRABLES ÉVENTUELS ?
Comme tous les médicaments, STRATAN® est susceptible d'avoir des effets indésirables, bien que tous le monde n'y soit pas sujet.
Bien que peu fréquent (affecte 1 à 10 patients sur 1 000), STRATAN® peut être à l'origine d'une réaction allergique grave. Vous devez arrêter de prendre STRATAN® et contacter immédiatement votre médecin si vous présentez un de ces effets suivants :



Les patients de moins de 18 ans présentent un risque accru d'effets indésirables tels que :
- Vives sautes d'humeur.
- Hostilité (principalement agression, comportement d'opposition et de colère),
- Instabilité émotionnelle.
- Vous devez informer votre médecin, si l'un des symptômes mentionnés ci-dessus survient ou s'aggrave après le début du traitement.

Les effets indésirables très fréquents (affectent plus d'1 patient sur 10) sont :
- Maux de tête,
- Baisse de l'appétit (absence de sensation de faim),
- Vomissements,
- Nausées,
- Maux d'estomac (abdomen),
- Somnolence.
Ces effets peuvent disparaître après un certain temps.
Les autres effets indésirables fréquents (affectent 1 à 10 patients sur 100) peuvent être :
- Perte de l'appétit,
- Irritabilité,
- Variations d'humeur,
- Difficulté d'endormissement,
- Étourdissements,
- Lethargie,
- Constipation,
- Lourdeurs d'estomac,
- Gonflement, rougissement et démangeaisons de la peau,
- Éruptions cutanées,
- Fatigue,
- Perte de poids,
- Augmentation de la tension artérielle.

Les effets indésirables ayant été observés, mais peu fréquents (affectent 1 à 10 patients sur 1 000) sont :
- Sensation d'accélération des battements cardiaques ou battements cardiaques accélérés,
- Vives sautes d'humeur ou tentative de suicide,
- Agression,
- Hostilité,
- Instabilité émotionnelle.
Reportez-vous aux conseils ci-dessus pour savoir ce que vous devez faire si ces effets indésirables surviennent.

Autres effets indésirables peu fréquents peuvent être :
- Réveil minimal précoce,
- Malaise,
- Trièvements,
- Migraine,
- Distorsion des pupilles (centres noirs de l'œil),
- Démangeaisons,
- Augmentation de la transpiration,
- Sensation de lassitude,
- Réactions allergiques.
Les effets indésirables rapportés au cours d'études cliniques de l'atomoxétine chez les adultes :
Les effets indésirables très fréquents (affectent plus d'1 patient sur 10) sont :
- Baisse de l'appétit (absence de sensation de faim),
- Difficultés d'endormissement,
- Bouche sèche,
- Nausées,
- Instabilité émotionnelle,
- Baisse de l'intérêt pour le sexe,
- Troubles du sommeil,
- Étourdissements,
- Maux de tête,
- Proulements ou engourdissement des doigts ou des oreilles,
- Trièvements,
- Constipation,
- Maux d'estomac,
- Fièvre,
- Boûffes de chaleur,
- Sensation d'accélération des battements cardiaques ou accélération des battements cardiaques,
- Gonflement, rougissement et démangeaisons de la peau,
- Augmentation de la transpiration,
- Éruptions cutanées,
- Difficulté au moment d'uriner,
- Inflammation de la prostate (prostatite),
- Douleurs dans l'aine chez les hommes,
- Incapacité à obtenir une érection,
- Difficulté à maintenir une érection,
- Orgasme anormal,
- Règles douloureuses et cycle menstruel irrégulier,
- Fatigue,
- Lethargie,
- Frissons,
- Perte de poids.

Les effets indésirables ayant été observés, mais peu fréquents (affectent 1 à 10 patients sur 1 000), sont :
- Réveil minimal précoce,
- Malaise,
- Migraine,
- Douleurs dans l'aine chez les hommes,
- Incapacité à obtenir une érection,
- Difficulté à maintenir une érection,
- Orgasme anormal,
- Règles douloureuses et cycle menstruel irrégulier,
- Fatigue,
- Lethargie,
- Frissons,
- Perte de poids.

5. COMMENT CONSERVER STRATAN® ?
Tenir hors de la portée et de la vue des enfants.
Ne pas utiliser après la date de péremption mentionnée. La date d'expiration fait référence au dernier jour du mois.
STRATAN® doit être conservé dans l'emballage extérieur d'origine, à l'abri de l'humidité à une température inférieure à 30°C.

6- QUE CONTIENT STRATAN® ?
La substance active est : Atomoxétine sous forme de chlorhydrate d'Atomoxétine
STRATAN® gélule à 10mg : Chaque gélule contient 10 mg d'Atomoxétine.
STRATAN® gélule à 18mg : Chaque gélule contient 18 mg d'atomoxétine
STRATAN® gélule à 25mg : Chaque gélule contient 25 mg d'atomoxétine
STRATAN® gélule à 40mg : Chaque gélule contient 40 mg d'atomoxétine
Excipients : Amidon pré-gélatinisé, Diméthylène,
Povidone de la gélule contient :
Gélule à 10mg : Dioxyde de titane (E171), Gélatine, hydroxytalc (E172), Bleu Brillant FCF (E133),
Gélule à 18mg et 25mg : Dioxyde de titane (E171), Gélatine, Oxyde de fer jaune (E172),
Gélule à 40mg : Dioxyde de titane, Gélatine, Oxyde de fer rouge (E172), ponceau 4R (E124).

7- OÙ OBTENEZ-VOUS STRATAN® ? QUELS SONT LES EMBALLAGES MIS À DISPOSITION SUR LE MARCHÉ ?
En pharmacie, uniquement sur ordonnance médicale.
STRATAN® existe sous forme de :
Gélules à 10mg : Chaque boîte de carton contient 30 gélules.
Gélules à 18mg : Chaque boîte de carton contient 30 gélules.
Gélules à 25mg : Chaque boîte de carton contient 30 gélules.
Gélules à 40mg : Chaque boîte de carton contient 30 gélules.

Liste I
Décision d'enregistrement N° :
STRATAN® 10 mg, gélules : 2116 D 110/352
STRATAN® 18 mg, gélules : 2016 D 111/352
STRATAN® 25 mg, gélules : 2016 D 112/352
STRATAN® 40 mg, gélules : 2016 D 113/352
La dernière date à laquelle cette notice a été révisée : 05/2021

Fabricant, conditionneur et détenteur de la décision d'enregistrement :
ELKENDI Industrie du Médicament
Siège social : Houch Kaouch 21, villa N° 14, Daly Brahm - Alger.
Usine : Z.A. Sidi Abdellah, Zéralda - Alger.



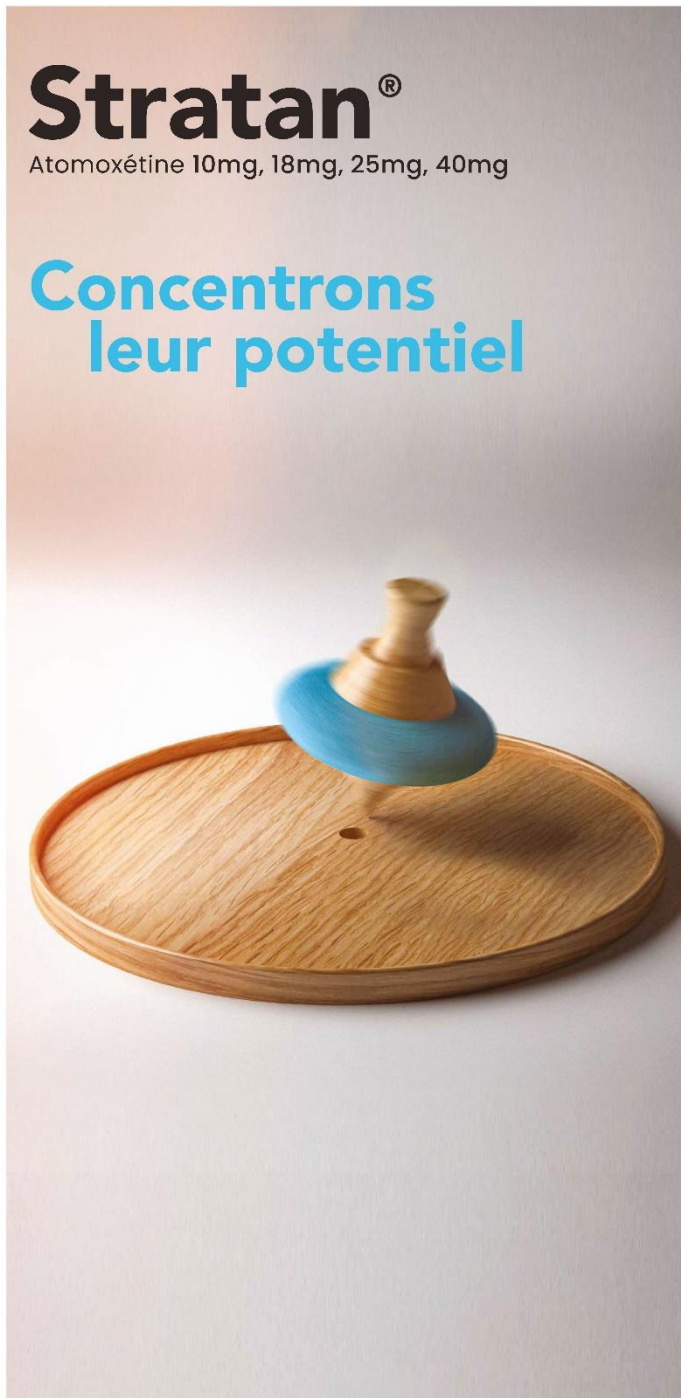
Appendix N02 : STRATAN 10mg box packaging



Appendix N03: STRATAN dosage sheet



Appendix N04: STRATAN banner



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Pour plus d'informations sur **Stratan**® prière de consulter le **RCP** sur la fiche posologique.

Pour toute déclaration relative aux effets indésirables veuillez contacter :
Autorité compétente : Centre National de Pharmacovigilance et de Matière Médicament (CNPVM)

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Appendix N05: Questionnaire for doctors



Dear Sir/Madam,

As part of our preparation for our final dissertation to obtain a Master's degree in Business Sciences with a specialization in Marketing, we kindly request your participation in this questionnaire. The purpose of our survey is to effectively conduct research on the topic of "The effectiveness of communication strategy during the launch of a new pharmaceutical product," with a case study on STRATAN® from EL KENDI laboratories. We assure you that your responses will remain confidential and will be used solely for scientific purposes.

Thank you for your cooperation.

Sincerely,

What is your speciality?

- Pedopsychiatrist
- Psychiatrist
- Neurologist
- Pediatrician

Have you heard of EL KENDI?

- Yes
- No

Do you think parents are aware of the (ADHD) attention deficit hyperactivity disorder?

- Yes
- No

Appendices

If yes, what are the symptoms observed in a person with ADHD that prompt parents or family members to seek medical consultation?

Inattention

Impulsivity

Hyperactivity

Other:

What treatment do you prescribe for ADHD?

.....

Are you familiar with STRATAN®?

Yes

No

If yes, by what mean?

Medical representatives

Conferences

Colleagues and peers

Other:

If not, have you been visited by EL KENDI laboratories?

Yes

No

Have you ever prescribed STRATAN®?

Yes

No

If the answer is yes, is it the first prescription or a switch from another medication?

1st prescription

Switch

Appendices

Is there a preference in your prescriptions for the treatment of ADHD?

- I have only been prescribing STRATAN since it was launched.
- I continue to prescribe the originator.

What motivates you to prescribe STRATAN®?

- Quality and efficiency
- Availability
- Price

Can you provide your opinion on the relevance of the information communicated by medical representatives regarding STRATAN®?

- Excellent
- Good
- Average
- Mediocre

What do you think of the efforts made by El KENDI to promote and communicate the launch of STRATAN®?

- Important
- Non negligible / non-significant
- Negligible

Do you have any suggestions regarding the communication of STRATAN®?

.....

Appendix N06 : Questionnaire for pharmacists



Dear Sir/Madam,

As part of our preparation for our final dissertation to obtain a master's degree in business sciences with a specialization in Marketing, we kindly request your participation in this questionnaire. The purpose of our survey is to effectively conduct research on the topic of "The effectiveness of communication strategy during the launch of a new pharmaceutical product," with a case study on STRATAN® from EL KENDI laboratories. We assure you that your responses will remain confidential and will be used solely for scientific purposes.

Thank you for your cooperation.

Sincerely,

Have you heard of EL KENDI?

- Yes
- No

Are you familiar with STRATAN®?

- Yes
- No

If yes, by what mean?

- Medical representatives
- Wholesalers
- Events
- Colleagues and peers

Other:

Appendices

If not, have you been visited by EL KENDI laboratories?

- Yes
- No

Is STRATAN® available at your level?

- Yes
- No

Do you receive STRATAN® prescriptions?

- Yes
- No

If yes, from which specialty?

- Pedopsychiatrist
- Psychiatrist
- Neurologist
- Pediatrician

Can you provide your opinion on the relevance of the information communicated by medical representatives regarding STRATAN®?

- Excellent
- Good
- Average
- Mediocre

What do you think of the efforts made by EL KENDI to promote and communicate the launch of STRATAN®?

- Important
- Non negligible / non significant
- Negligible

Appendices

Do you have any suggestions regarding the communication of STRATAN®?

.....



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